

## ŚWINOUJŚCIE INHABITANTS' EVALUATION OF HEALTH TOURISM DEVELOPMENT

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### Keywords:

- health resort tourism
- Świnoujście
- inhabitants' opinion

### Abstract:

**Background:** Location of Świnoujście at the Baltic Sea, bio-climate and abundance of nature creates very good conditions for recreation and tourism development in these areas. The aim of work is to introduce tourism development, and health resort tourism in Świnoujście, concerning spheres requiring improvement and an analysis of health resort inhabitants' opinions about questions connected with their town. **Material and methods:** The research was carried out between August-September among 208 Świnoujście inhabitants (98 women and 110 men) at different age (two groups: below and above 30 y.o.). The diagnostic poll method with a questionnaire was used. Calculations were done by  $\chi^2$  test. **Results:** In thirteen examined questions age differences in gender groups were noticed, not between gender groups. **Conclusions:** The main barrier of tourism development in Świnoujście is the small availability of communication - no permanent connection to the mainland. The tempo of tourism development in Świnoujście is satisfying, and the proximity of German border plays an important role in this process. The interest of Polish health resort tourism offer rises, it gains the popularity thanks to medical and anthropogenic values. However, inhabitants negatively examine promotion methods currently used and engagement of the municipal council in town development.

### INTRODUCTION

Health resort tourism, constituent of health tourism, is one of the oldest kinds of tourism. Currently observed tendencies the increase of this zone development tempo show. There are many reasons of the quick development of this kind of tourism. As a main it should be mentioned more and more great care of the own health and observed tendency to provide healthy lifestyle. It is a result of the unsafe civilization development effects and aging of people in Europe [Lewandowska 2007: 17]. The main reason demographic changes in turn to aging are and, by extension, an increased demand for services connected with improvement of health state and quality of life. The additional reason of a permanent increase of health resort tourism is a healthy lifestyle fashion and a desire to maintain an organism – despite time lapse – on a great level.

In Poland, there are advantageous conditions to develop health resort tourism. Currently (a state on September 2016) there are 47 towns and villages with a state of a health resort (in it a village Latoszyn as an area of health resort care) and one clinic in subterranean mining excavation in Wieliczka [Szczepanowska 2016: 32-39]. The majority of health resorts are deployed at mountain areas, whereas six of them at the seaside zone. One of them is Świnoujście, in this article the research area. The town has valuable health resort virtues as medical water resources, geological layer of mud bath, and unique sea bio-climate used also in treatments leading to improvement of health state. The Świnoujście vantage at the background of different health resort towns in West Pomeranian voivodeship is additionally

bolstered up by the richness of nature and landscape virtue resources, (inter alia the broadest beach in Poland), numerous of ancient buildings, suitable location at the water, roads, and railway communication trails, and the proximity of German border. Cyclically held cultural-entertainment and other countrywide and international events raise the attractiveness of the town, as well [Kozmiński et al. 2013: 36,44,46; Kozmiński et al. 2015: 38, 46, 48].

The development of health resorts and generally of health resort service market is a very important element, both in a country financial sphere, and also social health, and health resorts villages inhabitants' incomes. The health resort is a place of medical treatment and health prophylaxis; therefore, it plays a particular role in the whole system of health care in Poland. There are many determinants determining the intensity of health resort development. There elements influencing on the greatness of tourist demand, it means quantity of leisure time, real social incomes, communication availability of the town, development of urbanization process and strategy of country tourist development and a given region. Whereas, the location of health resort and a state of development influence on its area's management [Szromek 2010: 17-18].

Świnoujście has perfect conditions to develop health resort tourism. It attracts many clients from country and abroad. Adequate development, a high standard of services, and differentiated offer are assets making possible a progress of this health resort. However, there are barriers obstructing this progress, primarily a lack of a permanent connection with the mainland. Świnoujście is a capital of a community located in north-west part of West Pomeranian voivodeship, on three big islands (Uznam, Wolin, Karsibór), and 41 small and uninhabited islands at Świna mouth of river to Bałtyk [Informator Turystyczny Pomorza Zachodniego 2010: 10]. Świnoujście from year to year extend its territory thank to sand deposited by sea currents into the beach. It is a known health resort, pool, and a significant harbort town, as well. Suitable climate, natural resources of medical activity and the broadest beach in Poland attract many tourists. During a year about two mln of tourists come to Świnoujście because of interesting culture, history and anthropogenic and natural attractions of this area. The interesting phenomenon there is small islands arisen because of bursting seawaters through the Świna sound into Szczecin Bay. The final effect is so-called backwards Świna delta. The phenomenon increases in an intensity particularly during storms. However, after 1880 when Kanał Piastowski has been built it is definitely throttled [Głabiński 2009: 13].

Climate and bio-climate features at the Świnoujście region have medical and prophylactic activity. They are adequate for the treatment of cardiovascular, respiratory, locomotion system diseases, and obesity and they influence positively on immunological and thermoregulation systems. In the health resort, one can use during the whole year different forms of climate therapy but the most advantageous weather conditions are since May to the half of October. Then – due to solar, windy, thermic and rainfall conditions – it is possible using only one or a few kind of climate therapy. The most advantageous area to climate therapy is a beach zone. Besides organism strengthens here properties, clients have additionally the opportunity to use medical activity of sea aerosol [Błażejczyk et al. 2008: 65-66].

Favorable seaside climate, natural medical resources and objects with modern rehabilitation-treatment equipment, supported by qualified staff cause visits of many clients from Poland and abroad. Health resort basis is mainly in a seaside part of Świnoujście and embraces several health resort centers. Additionally, there is in town a rich offer of relaxation centers and hotels ensuring batches of biological restitution. Jest to możliwe dzięki wykorzystaniu nowoczesnej techniki, sprzętu i kosmetyków sprzyjających regeneracji organizmu [swinoujscie.pl/pl/contents/content/43/134/].

The health resort infrastructure in Świnoujście consists of hospitals, clinics, health resort outpatient clinics, and natural therapy centers administered by Świnoujście Health Resort S.A. The hotel and treatment basis of a high standard is adapted to the disabled needs. The health resort assures for clients the whole day nourishment, medical and nursing care, and – what is the most important – a broad range of treatments, mainly using natural resources (mud bath and bromide-iodide-sodium brine) [[uzdrowisko.pl/pl/strony/87,oferta-lecznicza.html](http://uzdrowisko.pl/pl/strony/87,oferta-lecznicza.html)].

The number of foreign people coming to the town for more than one day still increases. It is positive and enough dynamically developing phenomena. The marketing administration success bases on anticipation, determination and fulfilling of potential purchaser desires and needs in an effective way [Wysocki, Wirth 2001: 4]. Still the increasing competitiveness and clients requirements and access of Poland to European Union put new challenges and directions of activity before Polish health resorts. The entry into EU has given possibilities to gain a greater range of recipients of health resort tourism service offer, and otherwise it has created a threat from the competitive health resorts of other European countries. Health resort villages in the country also compete with one another, so it is necessary to roll out adequately the exact unit by people administered of health resorts and local or regional governments. It is not due to forget that the choice of a given health resort not decide only a range and quality of medical services but a accompanying basis, as well [Lewandowska 2007:113]. In Poland, there are conditions favorable for tourism development. The additional asset of the country in this question the small work costs are and low prices of goods and consumption and investment services as compared to the situation in West Europe countries or in United States [Oleksiuk 2007: 35].

The popularity of health resort tourism in Poland rises, particularly among foreign tourists. The location in central part of Europe has a meaning, as well as an access of Poland for people from European Union countries [XVIII Kongres Uzdrowisk Polskich, Innowacyjne kierunki rozwoju turystyki uzdrowiskowej i lecznictwa uzdrowiskowego 2009: 92-95].

The development of health resort tourism in Świnoujście has been provided in the town strategy program. The report introduces weaknesses of the town and shows purposes to achieve by the municipal council. The program is compatible both with The Development Strategy of West Pomeranian Voivodeship, and with The National Plan of Development. The main coordinators of this program are: The Faculty of Town Development and The Local Tourist Organization, whereas partners are: The Municipal Council, Świnoujście Health Resort S.A., PART, Marshal's Office, developers, tourism managers, tourist associations, inhabitants, and entrepreneurs [[bip.um.swinoujscie.pl/?cid=2238/](http://bip.um.swinoujscie.pl/?cid=2238/) Strategia Rozwoju Miasta na lata 2014-2020: 16-18].

The aim of work is to introduce tourism development, and health resort tourism in Świnoujście, concerning spheres requiring improvement and an analysis of health resort inhabitants' opinions about questions connected with their town.

## **MATERIAL AND METHODS**

The research about the evaluation of tourism development by inhabitants has been carried out in Świnoujście in August-September in a randomized and anonymous ways among 208 respondents at different age (98 women and 110 men) (tab. 1). The analysis of obtained results has been done in regard to gender and age of subjects. Respondents are divided into two age categories before 30 y.o. ( $\leq$ ) and above ( $>$ ) 30 y.o. The most numerous group are men before 30 y.o. (27,4%), whereas the least are women at the same age group (20,7%).

**Tab. 1.** Age and gender of respondents

women				men			
≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.	
n	%	n	%	n	%	n	%
43	20,7	55	26,4	57	27,4	53	25,5
98				110			
208							

*The source: own elaboration*

In terms of education level over a half of respondents (52,4%) are persons with a medium education level. Averagely each second younger woman (51,2%) represents a high education level, whereas among younger men the majority persons represent a medium education level (56,1%). In the group >30 y.o. there are no persons declaring a primary or gymnasium educational level. The working persons are in majority (63,0%). Averagely each ten respondent (9,6%) declares a lack of work. Less than 14% of respondents are pupils and students before 30 y.o., and similarly >30 y.o. retirees and annuitants.

The diagnostic poll method with a questionnaire is used. Calculations are done by  $\chi^2$  test for  $p \leq 0,05$ .

## RESULTS

In a general opinion of inhabitants about tourist attractiveness of Świnoujście (tab. 2) over a half of respondents (54,3%) has evaluate their town positively. The greatest part of this respondents' group represent women at age >30 y.o. (69,1%), and 2/3 of men (62,3%) recognize Świnoujście as a town attractive from the touristic point of view. The younger respondents' group at age ≤30 y.o. expresses more critic opinion about their town. In this group each second men (50,9%) and over 60% of women see Świnoujście as unattractive town. The difference of opinions between younger and older women is statistically significant ( $p \leq 0,0065$ ) (tab. 15).

**Tab. 2.** The inhabitants' evaluation of Świnoujście

response	women				men				in all	
	≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.			
	n	%	n	%	n	%	n	%	n	%
yes	17	39,5	38	69,1	25	43,9	33	62,3	113	54,3
no	26	60,5	16	29,1	29	50,9	19	35,8	90	43,3
no opinion	0	0,0	1	1,8	3	5,3	1	1,9	5	2,4
together	43	100,0	55	100,0	57	100,0	53	100,0	208	100,0

*The source: own elaboration*

In a particular opinion about Świnoujście attractiveness (tab. 3) inhabitants' evaluate the town in an increasing scale from 1 to 5. Each fourth respondent (25,5%) confers on its own town the highest note, in the second turn (23,1%) respondents confer on to the town attractiveness the note 4. The surprising is the subsequent note – the most frequent chosen (21,6%) is the lowest - 1. There are statistically significant differences between women groups ( $p \leq 0,00096$ ) and men ( $p \leq 0,00018$ ) (tab. 15).

In an opinion about the tempo of tourism development in Świnoujście (tab. 4) averagely each second respondent (56,3%) confers it on as satisfying. In this group, there are mainly persons ≤30 y.o. - 38 women and 41 men. Differences between responses are statistically significant for women ( $p \leq 0,00322$ ) and men ( $p \leq 2,5788E-08$ ), and between genders ( $p \leq 3,115525E-08$ ) (tab. 15).

**Tab. 3.** The town attractiveness in respondents' opinions in a scale from 1 to 5

scale	women				men				in all	
	≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.			
	n	%	n	%	n	%	n	%	n	%
1	16	37,2	4	7,3	11	19,3	14	26,4	45	21,6
2	9	20,9	7	12,7	12	21,1	5	9,4	33	15,9
3	4	9,3	8	14,5	16	28,1	1	1,9	29	13,9
4	5	11,6	20	36,4	6	10,5	17	32,1	48	23,1
5	9	20,9	16	29,1	12	21,1	16	30,2	53	25,5
together	43	100,0	55	100,0	57	100,0	53	100,0	208	100,0

*The source: own elaboration*

**Tab. 4.** The inhabitants' opinion about the tempo of tourism development in Świnoujście

response	women				men				in all	
	≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.			
	n	%	n	%	n	%	n	%	n	%
yes	16	37,2	38	69,1	22	38,6	41	77,4	117	56,3
no	27	62,8	16	29,1	7	12,3	12	22,6	62	29,8
no opinion	0	0,0	1	1,8	28	49,1	0	0,0	29	13,9
together	43	100,0	55	100,0	57	100,0	53	100,0	208	100,0

*The source: own elaboration*

In the dissemination among tourists the advertisement of Świnoujście as a health resort town (tab. 5) the majority of respondents (52,4%) recognize it as no popular. This response is showed the most often in each respondents' group. The statistically significant difference is between men of both age categories ( $p \leq 0,00311$ ) (tab. 15).

**Tab. 5.** The popularity of Świnoujście advertisement as health resort town in inhabitants' opinion

response	women				men				in all	
	≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.			
	n	%	n	%	n	%	n	%	n	%
yes	9	20,9	17	30,9	10	17,5	19	35,8	55	26,4
no	26	60,5	21	38,2	41	71,9	21	39,6	109	52,4
no opinion	8	18,6	17	30,9	6	10,5	13	24,5	44	21,2
together	43	100,0	55	100,0	57	100,0	53	100,0	208	100,0

*The source: own elaboration*

The Świnoujście inhabitants' opinion about currently used methods of town promotion is introduces at the tab. 6. Each age group of both genders the most often evaluates badly methods of Świnoujście promotion. Opinions are divided – for women  $p \leq 0,02160$ , for men  $p \leq 0,05070$ , and all  $p \leq 0,01518$  (tab. 15).

**Tab. 6.** The inhabitants' evaluation of currently used methods of Świnoujście promotion

evaluation	women				men				in all	
	≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.			
	n	%	n	%	n	%	n	%	n	%
very good	1	2,3	5	9,1	0	0,0	2	3,8	8	3,8
good	8	18,6	12	21,8	10	17,5	16	30,2	46	22,1
weak	18	41,9	19	34,5	27	47,4	22	41,5	86	41,3
very weak	8	18,6	1	1,8	15	26,3	5	9,4	29	13,9
no opinion	8	18,6	18	32,7	5	8,8	8	15,1	39	18,8
together	43	100,0	55	100,0	57	100,0	53	100,0	208	100,0

*The source: own elaboration*

The opinion about the crossing ferry as the communication hindrance (tab. 7) involves 5-degree Likert scale. The most often respondents response that the crossing ferry is the communication hindrance and underline that it is a problem of approaches of both sides (40,9% and 42,8%, respectively). The statistically significant difference is in the case of women at both age categories ( $p \leq 0,00020$ ) (tab. 15).

**Tab. 7.** The inhabitants' opinion about the crossing ferry as communication hindrance

opinion	women				men				in all	
	$\leq 30$ y.o.		$> 30$ y.o.		$\leq 30$ y.o.		$> 30$ y.o.			
	n	%	n	%	n	%	n	%	n	%
definitely no	1	2,3	1	1,8	0	0,0	1	1,9	3	1,4
no	2	4,7	10	18,2	8	14,0	6	11,3	26	12,5
no opinion	3	7,0	1	1,8	1	1,8	0	0,0	5	2,4
yes	9	20,9	30	54,5	18	31,6	28	52,8	85	40,9
definitely yes	28	65,1	13	23,6	30	52,6	18	34,0	89	42,8
together	43	100,0	55	100,0	57	100,0	53	100,0	208	100,0

*The source: own elaboration*

Among Świnoujście attractions, considered as the most important (tab. 8) two definitely step out – a lighthouse and beach; they are chosen by 141 (67,8%) and 137 (65,9%) persons, respectively. The Gerhard Fort is next most often recognized attractions (77 indications – 37%). Independently from age and without regard to gender very often marked response (66 times – 31,7%) is Angel Fort. The third fortów in Świnoujście – Western Fort – is far less popular. The statistically significant differences are for women ( $p \leq 0,00839$ ) and men ( $p \leq 0,01880$ ) (tab. 15).

**Tab. 8.** The greatest Świnoujście attraction in inhabitants' opinion

attraction	women				men				in all	
	$\leq 30$ y.o.		$> 30$ y.o.		$\leq 30$ y.o.		$> 30$ y.o.			
	n	%	n	%	n	%	n	%	n	%
beach	37,0	86,0	30,0	54,5	42,0	73,7	28,0	52,8	137,0	65,9
Angel Fort	11,0	25,6	15,0	27,3	20,0	35,1	20,0	37,7	66,0	31,7
Gerhard Fort	11,0	25,6	27,0	49,1	16,0	28,1	23,0	43,4	77,0	37,0
Western Fort	1,0	2,3	0,0	0,0	1,0	1,8	4,0	7,5	6,0	2,9
lighthouse	33,0	76,7	40,0	72,7	31,0	54,4	37,0	69,8	141,0	67,8
M. Luter church tower - now look-out tower	0,0	0,0	5,0	9,1	2,0	3,5	5,0	9,4	12,0	5,8
Museum of Sea Fishing	4,0	9,3	9,0	16,4	4,0	7,0	15,0	28,3	32,0	15,4
Health resort Park	5,0	11,6	9,0	16,4	12,0	21,1	7,0	13,2	33,0	15,9
backwards Świna delta	1,0	2,3	0,0	0,0	1,0	1,8	0,0	0,0	2,0	1,0
medical water sources	2,0	4,7	16,0	29,1	3,0	5,3	11,0	20,8	32,0	15,4

*The source: own elaboration*

Concerning the proximity of German border and if it plays the significant role in Świnoujście development (tab. 9) the most numerous persons response affirmatively. This opinion express each second respondent (51,9%), and not quite 1/5 of respondents (18,8%) show the definitely affirmative response. The statistically significant difference is among women ( $p \leq 0,00123$ ) (tab. 15).

In the question of Świnoujście health resort extension (tab. 10) each second respondent (50,0%) evaluates this kind of infrastructure as a good develop. This opinion mainly older respondents represent  $> 30$  y.o. (32 women and 38 men). The statistically significant difference ( $p \leq 0,00030$ ) involves men (tab. 15).

**Tab. 9.** The role of German border proximity in the development of town in inhabitants' opinion

response	women				men				in all	
	≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.			
	n	%	n	%	n	%	n	%	n	%
definitely no	2	4,7	0	0,0	4	7,0	1	1,9	7	3,4
no	5	11,6	12	21,8	14	24,6	14	26,4	45	21,6
no opinion	2	4,7	2	3,6	1	1,8	4	7,5	9	4,3
yes	19	44,2	38	69,1	26	45,6	25	47,2	108	51,9
definitely yes	15	34,9	3	5,5	12	21,1	9	17,0	39	18,8
together	43	100,0	55	100,0	57	100,0	53	100,0	208	100,0

*The source: own elaboration*

**Tab. 10.** The inhabitants' evaluation of health resort extension in Świnoujście

response	women				men				in all	
	≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.			
	n	%	n	%	n	%	n	%	n	%
yes	15	34,9	32	58,2	19	33,3	38	71,7	104	50,0
no	23	53,5	20	36,4	29	50,9	11	20,8	83	39,9
no opinion	5	11,6	3	5,5	9	15,8	4	7,5	21	10,1
together	43	100,0	55	100,0	57	100,0	53	100,0	208	100,0

*The source: own elaboration*

In the indication of Świnoujście objects and attractions requiring a quick modernization (tab. 11) respondents have three response to choose. The most often chosen response is a town communication accesses as required an improvement – it is chosen by 2/3 (61,5%) of respondents. At the second place among the most popular responses is accommodation basis indicated by 41,8% of all inhabitants. The third place in the ranking of objects needing modernization confers on roads. This response is marked by each third respondent (32,2% of all - 30 women and 37 men). Many persons indicate also the development of cultural events in Świnoujście (28,4%). Each fourth respondent consider that sport (26,0%) and historic (25,5%) objects deserve on improvement, as well. The statistically significant differences are for women ( $p \leq 3,16069 \cdot 10^{-9}$ ) and men ( $p \leq 2,25591 \cdot 10^{-6}$ ) (tab. 15).

**Tab. 11.** Objects requiring a quick modernization and development in inhabitants' opinion

object	women				men				in all	
	≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.			
	n	%	n	%	n	%	n	%	n	%
roads	8,0	18,6	22,0	40,0	18,0	31,6	19,0	35,8	67,0	32,2
cyckling trails	0,0	0,0	1,0	1,8	1,0	1,8	8,0	15,1	10,0	4,8
a town communication accesses	34,0	79,1	26,0	47,3	43,0	75,4	25,0	47,2	128,0	61,5
sport objects	13,0	30,2	6,0	10,9	24,0	42,1	11,0	20,8	54,0	26,0
recreation objects	3,0	7,0	4,0	7,3	10,0	17,5	2,0	3,8	19,0	9,1
beach	0,0	0,0	2,0	3,6	1,0	1,8	1,0	1,9	4,0	1,9
accommodation basis	11,0	25,6	31,0	56,4	14,0	24,6	31,0	58,5	87,0	41,8
health resort infrastructure	7,0	16,3	7,0	12,7	6,0	10,5	7,0	13,2	27,0	13,0
cruises	1,0	2,3	10,0	18,2	7,0	12,3	10,0	18,9	28,0	13,5
town excursions	2,0	4,7	5,0	9,1	1,0	1,8	7,0	13,2	15,0	7,2
historic objects	0,0	0,0	26,0	47,3	4,0	7,0	23,0	43,4	53,0	25,5
cultural events	20,0	46,5	11,0	20,0	17,0	29,8	11,0	20,8	59,0	28,4
malls and shopping arcades	21,0	48,8	6,0	10,9	8,0	14,0	3,0	5,7	38,0	18,3

*The source: own elaboration*

In the evaluation of Świnoujście municipal council engagement in its development in an increasing scale from 1 to 5 (tab. 12) opinion are divided. However, the most numerous

persons (29,3%) show the medium note - 3. The very closed percentage of respondents (27,4%) the health resort municipal council work evaluate more seriously at 2. The lowest note 5 and slightly higher 4 confer on 40 respondents from all (19,2%), respectively. Averangly note of Świnoujście municipal council work in the town development is 2,6 but there is no statistical significance.

**Tab. 12.** The inhabitants' opinion about municipal council engagement in Świnoujście development in a scale from 1 to 5

scale	women				men				in all	
	≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.		n	%
	n	%	n	%	n	%	n	%		
1	9	20,9	10	18,2	12	21,1	9	17,0	40	19,2
2	12	27,9	12	21,8	11	19,3	22	41,5	57	27,4
3	16	37,2	14	25,5	19	33,3	12	22,6	61	29,3
4	5	11,6	13	23,6	12	21,1	10	18,9	40	19,2
5	1	2,3	6	10,9	3	5,3	0	0,0	10	4,8
together	43	100,0	55	100,0	57	100,0	53	100	208	100,0

*The source: own elaboration*

The choice of Świnoujście by tourists, mainly thanks to medical virtues (tab. 13), indicate independently on age and gender 78,4% of inhabitants. Every fifth respondent (20,7%) consider that not the medical virtues attract mainly tourists to Świnoujście but visit motives are different. The statistically significant differences are for women ( $p \leq 0,04216$ ) and men ( $p \leq 0,00417$ ) (tab. 15).

**Tab. 13.** Świnoujście medical virtues as a motive of tourists' visit in the inhabitants' opinion

response	women				men				in all	
	≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.		n	%
	n	%	n	%	n	%	n	%		
yes	31	72,1	50	90,9	35	61,4	47	88,7	163	78,4
no	11	25,6	5	9,1	21	36,8	6	11,3	43	20,7
no opinion	1	2,3	0	0,0	1	1,8	0	0,0	2	1,0
together	43	100,0	55	100,0	57	100,0	53	100,0	208	100,0

*The source: own elaboration*

Inhabitants, independently on gender in each age group, state that in Poland a demand of departures of health character rises (tab. 14). Respondents expressing this opinion are above 2/3 of examined population (64,4%). Here, it is the statistically significant difference between women from both age groups ( $p \leq 0,00707$ ) (tab. 15).

**Tab. 14.** The inhabitants' opinion about the interest increase of Polish health resort offer

response	women				men				in all	
	≤30 y.o.		>30 y.o.		≤30 y.o.		>30 y.o.		n	%
	n	%	n	%	n	%	n	%		
yes	22	51,2	40	72,7	35	61,4	37	69,8	134	64,4
no	20	46,5	10	18,2	19	33,3	12	22,6	61	29,3
no opinion	1	2,3	5	9,1	3	5,3	4	7,5	13	6,3
together	43	100,0	55	100,0	57	100,0	53	100,0	208	100,0

*The source: own elaboration*

At the tab. 15 a list of  $\chi^2$  test results are introduced for all questions, with division to age and gender. Statistically significant differences in collected opinions appear the most often between persons of the same gender but at different age, particularly in women. Otherness of opinions appears more often in persons at different age than in the case of gender.

**Tab. 15.** The  $\chi^2$  test for particular respondents' groups

	women at age groups	men at age groups	in all
Świnoujście attractiveness	<b>0,00647</b>	0,13221	0,45099
Świnoujście attractiveness in a scale 1 to 5	<b>0,00096</b>	<b>0,00018</b>	0,90795
tourism development tempo in Świnoujście	<b>0,00322</b>	<b>2,57881E-08</b>	<b>3,15525E-08</b>
Świnoujście advertisement as health resort	0,08907	<b>0,00311</b>	0,30703
the evaluation of town promotion methods	<b>0,02160</b>	0,05070	<b>0,01518</b>
crossing ferry as a communication hindrance	<b>0,00020</b>	0,11973	0,60380
the greatest Świnoujście attraction	<b>0,00839</b>	<b>0,01880</b>	0,59876
role of proximity German border	<b>0,00123</b>	0,41861	0,40998
health resort basis extension	0,06487	<b>0,00030</b>	0,45535
objects' modernization and development	<b>3,16069E-09</b>	<b>2,25591E-06</b>	0,06559
municipal council engagement in town development	0,20425	0,06839	0,58244
Świnoujście medical virtues	<b>0,04216</b>	<b>0,00417</b>	0,34389
interest of Polish health resort tourism offer	<b>0,00707</b>	0,44136	0,92878

A bold value means statistical significance.

*The source: own elaboration*

## DISCUSSION

Polish health resorts villages are known as attractive from the tourist point of view. Different determinants have an influence on it: both adequate climate conditions, and natural medical resources. Furthermore, additional assets are ancient buildings, natural attractions and broadly develop accommodation, gastronomic basis, and all kind of attractions [Kraś 2011:161].

According to Białk-Wolf [2012:282] an increase of number of persons crippled by chronic diseases and demographic changes is a particular phenomenon. The most probably in subsequent years it is a reason of development and strengthening of health resort tourism significance, despite the frequent opinion that in future wellness tourism will dominate. The similar opinion represents Grzelak-Kostulska [2012: 210]. She also recognizes, as a main determinant conditioning progress in tourism a process of society aging, it means a longer lifespan and connected with it attempts to improve older persons health. The fight with chronic and other diseases covers uniquely with purposes assigned persons practicing health resort tourism.

On the health resorts villages according to Szromek [2010: 17-18] different determinants have an influence, particularly these determining a quantity of tourist movement. There are quantity of leisure time, real society incomes, communication access of a given place, virtues, tourist infrastructure state, tourism development policy, both in region, and in the country. Whereas, Głowczyńska [2012: 196] sees in modern health resorts a particular change of provided services. Medical centres collaborating with NFZ (National Health Fund) has a purpose to improve the quality and standard of of medical services, when a private sector (hotels, wellness and spa) aims on the development of entertainment-touristit determinants and pro-health activity. Most certainly, the positive effect is efforts in health resorts to buy the newest, checked treatment equipment. There are activities carried out to enhance the treatment effectiveness, an arrangement of comfort and safety for clients and tourists, and the extension of a service range in an offer, as well. The similar opinion about contemporary created new trends in health tourism Grzelak-Kostulska [2012: 210] represents. A rich senior group and persons at a working age cause changes - they requirements, referred to the quality of the service offer, still rise. One can depart from a typical, traditional treatment towards wellness and spa services, and stays in health resorts villages are shorter and more effective. Żukowski [2010: 102], in turn, distinguishes two customer groups of the health resort services. The first group represents older people, noticeable in connection with

demographic processes in Europe. Whereas, the second one, still increasing, young people create. It is an effect of a healthy lifestyle fashion to maintain physical efficiency, youth and a good look. Health resorts in Poland are visited by foreign and country tourists not only in medical purposes but also for relaxation, recreation and acquaintance of valuable landscape virtues. According to Gotowt-Jeziorska and Wyrzykowski [2005: 8] this trend, manifested by a great care of look, health, youth and a better physical efficiency is a chance of development for health resorts and this kind communities in Poland. The Świnoujście inhabitants' opinion in this report is the same. In the question of an interest increase of Polish health resort tourism there are in majority (64,4%) positive responses, and only less than 30% respondents state that the popularity of this kind of services decreases (tab. 14).

Świnoujście is the outermost front-end to the West sea health resort, located at the altitude of 3 metres above sea level. It is in the bio-climate region I – seaside amenable to significant activities of Baltic Sea [Błażejczyk et al. 2008: 3]. According to Koźmiński and Michalska [2008: 31] just sea climate and clean, rich in iodine and sodium air attracts numerous clients and tourists. The advantageous location enhances a Świnoujście position and plays an essential role in sea, relaxational and coastal tourism development, particularly in health resort tourism.

From the research report for the social profile of tourist visiting Poland [pot.gov.pl/component/rubberdoc/doc/424/raw/Instytut Turystyki 2005: 64-65] it is the result that the most frequently by foreign tourists Mazovian, Little Poland and Pomeranian voivodeships are visited. However, relatively often – each fifth respondent – admits that rarely he is also in West Pomeranian voivodship. The group of German tourists is here particularly distinguished (33,4%) assuredly concerning the border proximity. Similar results of the German tourists' characteristics Okrajni [2009: 29-30] has. The Great voivodeship is the most frequently visited by them (22%), whereas, West Pomeranian is at the second place of the most willingly chosen regions in Poland (19%).

Grzelak-Kostulska [2012: 224-226] analyses the foreign tourists participation in health resort tourism. Over the course of 2005-2010 the decrease of foreigner number accommodated in health resorts is noticeable. Unusually visible, decreasing tendency touches villages located in West Pomerania. Earlier they note down high incomes, particularly in services for German tourists. In Świnoujście in the period 2009-2010 the decrease of number in accommodations of foreign guests in health resorts of 26,7 thousands is noticed. Regardless, seaside health resorts still give services for the greatest number of tourists from other countries. Grzelak-Kostulska [2012: 224-226] suggests rightly that the reason of this situation can be badly provided abroad promotion. Different reason of decreasing interest of Polish health resorts tourism offer is weakly developed tourist infrastructure or a low standard of services. The question of a number decrease of German tourists interested in Polish health resorts is touched by Białk-Wolf [2012: 296], as well. It is difficult to give an exact reason of this phenomenon but one can exclude economical crisis; if it would be a crisis reason, then a decrease could be noticeable also in German resorts, whereas there is discernible an increase of concerned people. In this report Świnoujście inhabitants underly the role of the German border proximity (tab. 8). Respondents, independently on age and gender, show a great significance of this phenomenon in the Świnoujście development. Each second respondent admits (51,9%) it.

Świnoujście inhabitants evaluate differently the attractiveness of their town (tab. 2). The difference between younger and older respondents in their opinions is noticeable. Older respondents in majority express a positive opinion of Świnoujście, whereas younger ones are definitely more critical (tab. 3). Świnoujście is enough popular place – chosen by tourists. An explicit majority - over 70% - of respondents admit that their the most liked place to relax is coast and seaside are. Furthermore, besides Szczecin, Świnoujście is the most led place to

which Polish tourists would like to come back [bip.wzp.pl/editor/.../Turystyka/.../Raport%20Badania\_turyst\_Zachpom\_2ba.pdf, Raport 2010: 35]. At the ranking of the best seaside village in 2012 [czasnadmorze.pl/ranking-miejscowo%C5%9Bci-nadmorskich/] internauts definitely in majority of votes recognize Świnoujście as the most attractive town at the coast. The town infrastructure, atmosphere and a broad beach are distinguished.

Results carried out by Łabuz [2008: 44] show that tourists in Świnoujście appreciate at most the contact with sea, microclimate and an opportunity to relax on a beach. Similar results are introduced in Report of West Pomeranian Marshal's Office [2012: 149-152] [bip.wzp.pl]. In opinion of Polish tourists, the greatest attraction of the whole West Pomeranian voivodship is the Baltic Sea proximity and beach. Each second person from abroad expresses this opinion, as well, wherewith foreign travellers show also lighthouses as attractions. Beside Szczecin (19,3%) and Kołobrzeg (16,8%), Świnoujście (11,1%) is the most frequently chosen by tourists town of West Pomeranian voivodship [bip.wzp.pl/editor/.../Turystyka/.../Raport%20Badania\_turyst\_Zachpom\_2ba.pdf, Raport 2010: 31]. Attractive places are beach, lighthouse, sea, forts, boardwalk and harbor. In own research is similarly (tab. 8). Świnoujście inhabitants distinguish also beach (65,9%), lighthouse (67,8%) and forts (Gerhard – 37,0%, Angel – 31,7%, Western – 2,9%) among others attractions. However, a yet again an opinion difference is noticeable between younger and older respondents. Younger persons recognize coast as the greatest attraction, whereas lighthouse is at the second place. The reverse situation involves the older respondents' opinion (tab. 8 i 15).

The next question in tourism Research is connected with elements negatively influencing on an image of a given place and a critical opinion of travellers. Taking into the analysis Development Town Strategy [bip.um.swinoujscie.pl] one can pay an attention on weak sides introduced in this document. The greatest problem is a lack of a permanent crossing ferry as an important difficulty in communication with the rest of mainland. Other lacks an insufficient tourist development, a bad road state, a progressing seasonality and poor foreign languages skills are. Łabuz [2008: 45] pays an attention to a beach state and its pollution. Over than 70% of tourists, evaluating a coast look, show a problem connected with a great quantity of wastes at the beach and its surroundings. This phenomenon surely influences on a bad note of a landscape and hindrances relaxation of visiting people. Data from Raport [2012: 161-168] [bip.wzp.pl] show tourists' opinion about particular elements of tourist offer in West Pomeranian voivodship. Once again the main defect a road states and communication links are recognized. Respondents show also problem of inappropriate quality of services in relations to price, a low standard of accommodation offer and a weakly develop sport-recreational part of voivodship. Many of them notice a faulty system of object and tourist attractions signage, as well. In this report in opinion of Świnoujście inhabitants, the greatest failure is also a town communication accesses – usually very onerous (tab. 11). Over 83% of respondents recognize the town crossing ferry as a definite difficulty in connection with the rest of mainland. The next thing, in turn, requiring modernization is accommodation basis (41,8%). Respondents often show also the bad road state (32,2%), the need of cultural events development (28,4%), sport (26,0%) and historic (25,5%) objects. The beach is the best evaluated. It is a contradiction to results of Łabuz [2008: 45].

The main reason to tourist visits to Świnoujście during summer is relaxation (63,6%) at water or in forest, at the season about 9% of visits is motivated by a will to improve health. In autumn the situation is in contradiction. At that time the leading purpose of visit in Świnoujście is regeneration of health state (44,8%), whereas 37,9 % of tourists come to relax close to water and in fresh air Raport [2010: 137] [wzp.pl/editor/.../Turystyka/.../Raport%20Badania\_turyst\_Zachpom\_2ba.pdf]. Comparing with these results the town inhabitants' opinion about health motive as deciding of a visit in Świnoujście the great similarity is noticeable (tab. 13). Over  $\frac{3}{4}$  of inhabitants (78,4%) recognize that tourists choose

their town concerning medical properties, and only each fifth person (20,7%), in majority  $\leq 30$  y.o. consider that choice of Świnoujście as a destination point is caused by different reasons.

The health resort basis in Świnoujście according to Błażejczyk et al. [2008: 4] is still modernized. Additionally, there are many objects providing services for the improvement of health state and physical condition thanks using natural resources of medical activity. Continuously activities of the standard and quality of service offer are provided. From this report research results that Świnoujści inhabitants' opinions are divided (tab. 10). The essential difference is between the younger and older respondents' opinion, independently on age and gender. Persons  $>30$  y.o. positively evaluate a state and development of health resort basis (women – 58,2%, men – 71,7%); younger respondents come to it more critical and recognize that infrastructure at the health resort area is insufficiently expanded. It evidences of their greater requirements.

According to Golecki and Szpytko [2008: 19] many determinants have an influence on town tourism development. In Świnoujście among others there are climate – mainly sunshine, temperature, and a number of days without rainfall. A town development indicator can be accommodation basis. Analyzing data of Central Statistical Office [stat.gov.pl/bdl/app/dane\_podgrup.display?p\_id=547502&p\_token=0.9946616196539253] concerning a number of people using accommodation in Świnoujście in 2000-2014 one can notice an increase of tourist movement in a given period of 50 thousands. Particularly, a dynamic increase of number of tourists is in 2012, when this number is higher over 60 thousands as compared to the former year. Inhabitants of Świnoujście evaluate very different the tourism development tempo in the town (tab. 4). Averangly each second person (56,3%) recognizes that a velocity of progress is adequate, However among young women a definite majority is not satisfied with the process of tourism development in Świnoujście (62,8%), and a half of young men (49,1%) have no opinion. Older inhabitants are more determined, and in a majority recognize this tempo as satisfying.

Data from Raport [2010: 141] [wzp.pl] introduce tourists' opinion about facility in attaining information about Świnoujście and its region. Respondents examined during autumn in 62,1% express a positive opinion, less than 7% declare a problem to find adequate data. During season tourists response otherwise. Each fourth respondent admit that the access to information about town is easy, whereas over a half realte neutrally to the question, thereby giving not positive, not negative response. The next question in Raport concerns sources of information used by tourists before visit in Świnoujście. Regardless to a research year season a majority of respondents response that they do not use available information, and a decision about visit in town they undertake in regarg to the earlier visit in Świnoujście. The rest of them have information first of all from leaflets, forlders and publications promoting a region and from friend stories. Furthermore, in a season less than 30% of respondents gain data from Tourist Information or embassies. One can pay attention to internet because none of respondent not declares during summer yhis kind of information, whereas in autumn barely 13,8% of respondents admit that they use before coming websites about the town and region. Nowadays, when the access to internet is so disseminated it is a thought-provoking phenomenon and at the background on other town, it looks surprisingly. The similar situation is with such sources, like radio, TV, press and tourist fairs, not tipped by respondents during research. Assuredly, it should be a signal for Świnoujście Municipal Council to undertake activities of advertisement and town promotion. This research confirms an existing problem of current methods of Świnoujście promotion. Inhabitants independently on age and gender critically response in this question (tab. 6). Only  $\frac{1}{4}$  of respondents (26,4%) express a positive evaluation of town marketing tools. In the question about the engagement of Municipal Council in Świnoujście development (tab. 12) respondents have to put a note in a scale from 1

to 5. The average note is 2,6. The most negative opinion give men >30 y.o., whereas the highest note give only 4,8% of respondents.

The kind of offer in Raport [2010: 139] [wzp.pl] as health and rehabilitation services is chosen by persons visiting Świnoujście in autumn by less than 50%, whereas in summer less than 20%. It has a connection with a chosen then a kind of relaxation. During beautiful, sunny days respondents show in majority on a relax at the beach (72,7%), whereas besides the season the preferred type of relaxation is a medical-health resort visit (31%). One can thus conclude that an advertisement in Świnoujście as a health resort is known among tourists. There is a contradiction as compared to research results from this report (tab. 5). Namely Świnoujście inhabitants in each age and gender group response the most frequently that an advertisement of health resort virtues is unknown among tourists (52,4%). Particularly this opinion is among younger respondents but the majority of older ones also state the same. Only each fourth respondent (26,4%) recognizes that an advertisement of Świnoujście as a health resort is commonly known. One can then assume that inhabitants have no idea how popular and known among tourists are town medical virtues.

Conclusions drawn out from the results are referred only to studied groups of residents. However, it gives some notion about opinion of Świnoujście inhabitants and their attitude to the future development of this resort. One can presume that obtained results are very logical and at the case of a greater number of residents, responses should be similar. The separate thing is the confrontation of residents' responses to opinion of possible tourists' or visitors' answers.

## CONCLUSIONS

It is noticeable that inhabitants negatively and judgmental evaluate attractiveness and tourism development chances in town. Particularly, this attitude show younger respondents, it means persons below 30 y.o. Surprising is also the question of the Świnoujście advertisement popularity as a health resort. Therefore, inhabitants recognize in majority that it is not known among tourists.

One can formulate the following conclusions:

1. The main barrier of tourism development in Świnoujście is the small availability of communication - no permanent connection to the mainland.
2. The tempo of tourism development in Świnoujście is satisfying, and the proximity of German border plays an important role in this process.
3. The interest of Polish health resort tourism offer rises, it gains the popularity thanks to medical and anthropogenic values.
4. The main Świnoujście attractions are in turn: beach, lighthouse and forts.
5. However, currently used promotion methods and engagement of municipal council in the town development are negatively examined by inhabitants.

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