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SPA ТА ОЗДОРОВЧИЙ ТУРИЗМ У ЖЕШУВІ ТА ОКОЛИЦЯХ У СВІТЛІ ДЕЯКИХ ВЕБ-ПОРТАЛІВ

Мета: стаття націлена на аналіз пропозиції SPA та оздоровчих закладів у Жешуві та околицях.

Методи: дослідження зосереджено головним чином на пропозиціях веб-сайтів деяких закладів та веб-порталів, які висвітлюють SPA та оздоровлення. До уваги бралися доступність, зручність використання та візуальні характеристики пропозицій.

Результати: аналіз веб-сайтів та порталів щодо SPA та оздоровлення довів важливість цього типу комунікації. Вибрані заклади Жешува та околиць використовують сучасні медіа, оновлюють свої пропозиції, забезпечують бронювання та роботу у соцмережах.

Наукова новизна. Тепер інтернет є найшвидшим засобом інформування, корисним та ефективним інструментом ринку туристичних послуг. Комунікація через комп'ютери, об'єднані у мережу, дає змогу передавати читачам оновлену детальну інформацію. Це, в свою чергу, дає змогу охопити більше людей, продавати послуги та бронювати перебування безпосередньо через веб-сайт.

Ключові слова: Жешув, заклади SPA та оздоровлення, інтернет.

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SPA И ОЗДОРОВИТЕЛЬНЫЙ ТУРИЗМ В ЖЕШУВЕ И ОКРЕСТНОСТЯХ В СВЕТЕ НЕКОТОРЫХ ВЕБ-ПОРТАЛОВ

Цель: статья направлена на анализ предложений SPA и оздоровительных заведений в жешуве и окрестностях.

Методы: исследование сосредоточено главным образом на предложениях веб-сайтов некоторых заведений и веб-порталов, которые освещают SPA и оздоровление.

Во внимание принимались доступность, удобство использования и визуальные характеристики предложений.

Результаты: анализ веб-сайтов и порталов касательно SPA и оздоровления доказал важность этого типа коммуникации. Избранные заведения Жешува и окрестностей используют современные медиа, обновляют свои предложения, обеспечивают бронирование и работу в соцсетях.

Научная новизна. Сейчас интернет является самым скоростным способом информирования, полезным и эффективным инструментом на рынке туристических услуг. Коммуникация с помощью компьютеров, объединенных в сеть, дает возможность передавать читателям обновленную детальную информацию. Это, в свою очередь, дает возможность охватить большее количество людей, продавать услуги и бронировать пребывание непосредственно на веб-сайте.

Ключевые слова: Жешув, заведения SPA и оздоровления, интернет.

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SPA AND WELLNESS TOURISM IN RZESZOW AND ITS VICINITY IN THE LIGHT OF SELECTED WEB PORTALS

Purpose: The article aimed at analysing the offers of spa and wellness facilities in Rzeszow and its vicinity.

Methods: The research focused primarily on the web offer set out on the pages of selected facilities and on the web portals covering the issues of spa and wellness. Accessibility, usability and visual characteristics of the offers has been taken into account.

Results: The analysis of websites and portals on the subject of spa and wellness proved the importance of this way of communication. The selected facilities located in Rzeszow and its vicinity use modern media, keep their offer updated, make it possible to use the booking forms and social networking.

Scientific novelty: Nowadays the internet is considered the fastest medium of information, a useful and effective tool in the tourist services market. Communications via networked computers gives a chance to pass updated and detailed information to the readers. It allows to reach a wider public, it gives the opportunity to sell products and to book stays directly through the website.

Key words: Rzeszow, spa and wellness facilities, the Internet.

Statement of the problem: Spa and Wellness Tourism is an example of health tourism which is currently gaining in popularity. The article aimed at analysing the offers of spa and wellness facilities in Rzeszow and its vicinity. The research focused primarily on the web offer set out on the pages of selected facilities and on the web portals covering the issues of spa and wellness. This is a very topical issue, because nowadays the internet is considered the fastest medium of information, a useful and effective tool in the tourist services market.

Studies and publications: The history of Spa dates back to the ancient Greece and Rome. The word etymology is derived from the Latin «sanus per aquam», which means health through water [5]. At present the word «spa» refers to both wellness services and therapeutic treatments where beneficial properties of water are used [5]. The International Spa and Fitness Association (ISPA) in

the USA claims that «spa experience is a time of relaxation, physical and mental renewal as well as good fun». Spa centres are normally places of business where a client feels a sense of personal well-being owing to a range of different services improving his/her physical and mental health. For a centre to be classified as a Spa it must offer at least two out of three services listed below:

- full body massage therapy,
- dermatological treatments, at least on the face,
- body treatments such as hydrotherapy [1, 5].

Spa is also part of wellness i.e. services covering beauty treatments, relaxation and health treatments, physiotherapy or medical services or beauty and cosmetology treatments. According to Halbert L. Dunn wellness is a "special health condition which consists primarily of well-being and perceiving a man as an entity made up of body, spirit and mind and dependent on the environment he/she lives in." Dunn claimed that body and mind are closely related and interdependent. Therefore, a man can stay healthy only if they are balanced. He also showed that a human being made up of body, soul and mind is largely environment-dependent. [5] Wellness is based on four principles:

- physical well-being – understood as body care proper nutrition and associated with exercising or movement,
- mental well-being – which can be achieved through resting, relaxation or ability to meditate,
- social well-being – which depends on the ability to shape interpersonal relationships and to communicate with the environment.
- spiritual well-being – which relates to cultural activity, willingness to shape and explore but also to sensitivity to nature [6].

An important issue is the motives of Spa and Wellness Tourism. Visitors of spa & wellness centres pay special attention to the following:

- maintenance and improvement of physical and mental health,
- leisure time and recreation,
- beauty and physical attractiveness,
- fighting against stress,
- striving to achieve the balance of body, soul and mind,
- personal development resulting in fully rounded personality in terms of mental and spiritual growth,
- searching for sensory impressions which means stimulation of the senses through touch, colour, smell as well as sound and light intensity,
- building and strengthening bonds and close relations between the partners,
- following fashion or desire to impress others [1, 2].

An increasing demand for wellness and spa services, health promotion, wellness life style, therapeutic bathing traditions as well as related sector of human health care have largely enlivened investment in this area, which entails a greater diversity within this type of facilities. It is largely due to the diversity of services, location of these places, more and more updated themes, desires,

specialisations and circumstances. The past several years have seen a sharp division among the facilities offering spa and wellness services. The main types of facilities are now:

- day Spas - day care facilities providing professionally organized services but without overnight lodging, often positioned as separate institutions operating within water parks and fitness clubs, and functioning as health and beauty institutes or wellness and spa centres,
- destination Spas – in this type of buildings accommodation services are an integral part of the wellness and spa stay. These facilities include: spa hotels, wellness and spa hotels as well as medical spa and wellness hotels, seminar and conference spa hotels and spa agro-tourism resorts,
- medical Spas - this type of facilities provide, in addition to beauty treatments, skin care and relaxation treatments, mainly medical, rehabilitation and aesthetic medicine treatments and cosmetic surgery,
- resort Spas include large hotels or holiday recreational facilities located in the coastal towns. They provide a wide range of skin care or relaxation treatments for face and body.

What is more, spa and wellness areas are established in tourism infrastructure facilities such as recreation centres, city hotels, conference hotels, theme parks, commercial-service centres. [3, 4]

The wording of the purposes of article: The main purposes of this article is analyzing the offers of web pages spa and wellness facilities in Rzeszow and its vicinity. Accessibility, usability and visual characteristics of the offers has been taken into account.

The main material: Rzeszów as the capital of Podkarpackie Voivodeship is an attractive and dynamic growing city. It covers the area of 116.37 km² and has more than 180 thousand inhabitants. The city is situated on the river Wisłok, on the boarder of two physical geographic regions of Sandomierz Basin and Carpathian Foothills. Owing to its convenient location in terms of transport links (A4 motorway, Rzeszów-Jasionka airport), the development of the aviation, electronics, pharmaceuticals and information technology industries, there can be observed in the city a constant flow of tourists practicing different forms of tourism such as business, conference, culture or spa and wellness tourism.

There is a noticeable development of accommodation, and especially of *** and **** -stared hotels which provide an extensive range of services, including services improving physical health and mental well-being and rehabilitation and relaxation services.

Based on the analysis of web pages and information materials, it has been determined that in 2014 there were 12 facilities offering spa and wellness services in Rzeszow and its vicinity. These are mainly spa hotel and day spa type of facilities, including, for example, Blue Daimond Active Spa 4*Hotel (in Nowa Wieś), Odeon Hotel & Spa (in Boguchwała), Splendor Hotel & Spa (in Siedliska), «Nowy Dwór» Wellness & Spa Hotel (in Świlcza and Zaczernie), Antyczny Dwór Hotel (in Rudna Mała), Gran Via Senator Hotel (in Olchowa)

and Prezydencki 4*Hotel, Park Hotel & Wellness 3*, Dr Irena Eris Institute, Adelle Day Spa and «Twój Styl» Health & Beauty Institute (in Rzeszow).

Evaluation of the websites' content was carried out on the basis of the official web pages of 11 facilities offering spa and wellness facilities in Rzeszow and its vicinity (Tab 1).

Table 1

The list of URLs of the surveyed websites of spa and wellness facilities in Rzeszow and its vicinity

No	Name of the facility	Location	URL address	Page Rank
1	Prezydencki Hotel	Rzeszow	http://www.hoteleprezydenckie.pl/	4
2	Park Hotel & Wellness	Rzeszow	http://www.phrz.pl/	2
3	Dr Irena Eris Institute	Rzeszow	http://instytut.drienaeris.com	0
4	Adelle Day Spa	Rzeszow	http://www.adelle.com.pl/	2
5	"Twój Styl" Health & Beauty Institute	Rzeszow	http://instytuttwojstyl.pl/	0
6	Blue Diamond Active Spa Hotel	Nowa Wieś	http://www.bluediamond-hotel.pl	0
7	Splendor Spa Hotel	Siedliska	http://spahotelsplendor.pl/	3
8	“Nowy Dwór” Wellness & Spa Hotel	Świlcza/Zac zernie	http://www.hotelnowydwor.pl/	4
9	Antyczny Dwór Hotel	Rudna Mała	http://www.antycznydwor.pl	3
10	Gran Via Senator Hotel	Olchowa	http://www.hotel-senator.pl/	3
11	Odeon Hotel SPA	Boguchwała	http://hotelodeon.eu	2

Source: own work based on the web pages <http://pozycjoneria.com/page-rank#>,

In the assessment of the selected web pages there have been employed several factors like functionality, accessibility and graphic design.

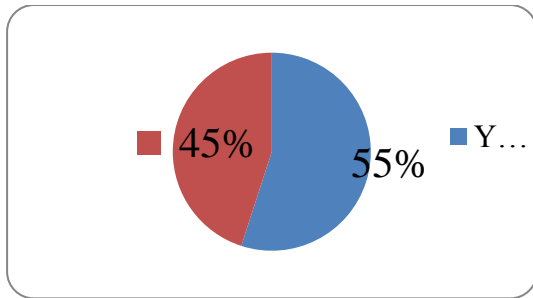
The first criterion was the PageRank parameter used by Google search engine. Taking this index for the sole criterion deciding about the quality of the page is not correct but it can be treated as one of the features that affect accessibility. It is assumed that the higher the index, the easier it is to find a given page on the Internet. [7]. Among all the surveyed facilities, the highest PageRank index of 4 points was attributed to the following facilities: Prezydencki Hotel, and “Nowy Dwór” Wellness & Spa Hotel. The lowest index referred to day spa facilities such as Twój Styl Health & Beauty Institute, Dr Irena Eris Institute and Blue Diamond Active Spa Hotel (tab. 1).

A display of the information on the facility and its offer in foreign languages was yet another criterion of assessment. The research has proved that only 5 (45%) out of 11 surveyed facilities displayed some information in a foreign language (graph 1).

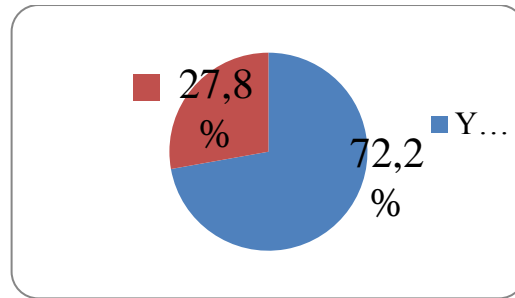
The languages most frequently used were English and German. Only 2 facilities (Park Hotel&Wellness and Blue Diamond Active Spa Hotel) additionally displayed some information in Russian, Italian and Ukrainian.

The analysis of the accessibility factor has taken into account the availability of on-line booking form. This service has been offered by as many as 8 (72.2%) facilities (graph 2). Day spa facilities (like Dr Irena Eris Institute, Twój Styl Health & Beauty Institute) have made it possible for the clients to

book a chosen treatment for a given day an hour and in case of hotels - to book a room, a stay package or a selected treatment.



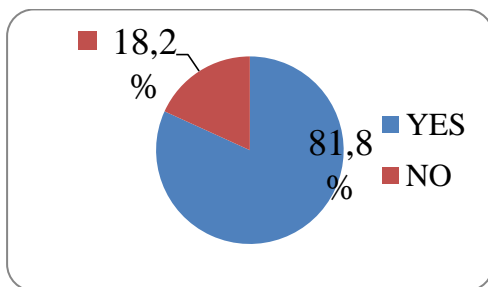
Graph 1. Information about a facility in a foreign language



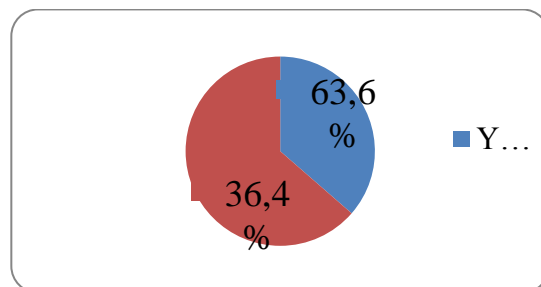
Graph 2. An on-line booking form

Nowadays it is social networks like Facebook, Twitter, nk.pl. which are indispensable for acquiring information and for communication. Their high importance has been frequently confirmed by research. Among all the facilities only 2 have not provided for the links to any social networks (graph 3). The other 9 facilities (81.8%) have displayed links to Facebook where clients can keep themselves informed on offers, promotions, comments and views.

A similar role in tracking any changes in the facility's activities can be attributed to a Newsletter. Having logged into an adequate account and entered the e-mail address clients receive information on new offers and promotions on a regular basis. It is frequent for the Newsletter users to receive extra discounts for services offered by facilities. As few as 4 surveyed facilities provided for this form of contact with the client (36.4%) (graph 4).



Graph 3. Available links to social networks



Graph 4. Available newsletter option

The last criterion was the assessment of visual effects. When evaluating the content, colours and graphics have been taken into consideration. All the web pages of the surveyed facilities have been ranked high. Colours, layout, transparent content, all made references to the character of a given venue and facility. The web pages have been enriched with photo galleries, 2 of them offered a virtual tour round the facility. None of the websites displayed a melodic line (sound). Apart from the analysis of the selected facilities the survey covered web portals on spa and wellness facilities and services.

Among a dozen of websites on these issues the following have been selected:

- www.spa-info.pl – the information on this site can be divided according to different sections like: day spa, spa diet, home spa, cosmetics spa, fairs and training sessions. Besides, the site makes it possible to consult (ask a question to) an experts cooperating with the portal and read the articles related to spa and wellness,
- www.polskie-spa.pl – the portal initiated by Comfortum company - the publisher of the SPA hotels catalogue in Poland and by a booking company and hotels in the group. It includes presentation of certified spa and wellness hotels of the highest level. The company has additionally launched a portal on spa lounges. The above portals do not list the facilities from Rzeszow and its vicinity.
- www.hotels-spa.pl – the portal launched in 2006, presents the offer of more than 100 spa and wellness facilities. There listed facilities can be searched by various criteria such as spa packages, spa promotions, spa treatments and by location. Among the surveyed facilities from Rzeszow and its vicinity only the Splendor Spa Hotel in Siedliska has been listed and information about it displayed.
- www.wyspazdrowia.pl – the portal gives option to search for a facility according to highly varied selection criteria like recommended offers, packages, hotels, and according to location in selected regions of Poland. The information is additionally supplemented by thematic articles on spa and wellness from all over the world and there's a possibility to make a gift voucher. The portal displays information on more than 180 facilities, among which there can be found the offer of: Blue Diamond Active Spa Hotel, Splendor SPA, Nowy Dwór Wellness and Spa.
- www.spainspirations.pl – is both a portal and a magazine on beauty and spa issues. It provides professional expertise in the area of creating and specializing in this market segment. The site focuses on the exchange of information on beauty, spa, wellness and aesthetic medicine lounges or hotel industry.
- www.uzdrowisko-spa.pl – the portal on health tourism-related matters. It provides for the search of spa and sanatorium facilities operating throughout Poland. Every facility has been described there and its offer of spa and wellness services, cosmetology, gastronomy and contact details have been displayed. The portal provides information on 4 facilities from Rzeszow and its vicinity: Splendor SPA, “Nowy Dwór” Wellness & Spa Hotel in Świlcza, Nowy Dwór Hotel in Zaczernie and Dr Irena Eris Day Spa Lounge.

Conclusions: Development of the Internet has changed many aspects of life. Institutions regularly use this source of information in different ways to promote and sell their services. Nowadays, not only is it important to run a website but also to update it and promote it on thematic sites and search engine. One of sectors that make use of the Internet is tourism, including spa and wellness tourism. The analyses show that the web pages of the selected facilities are managed professionally using modern technology solutions. One of the

analysed parameters affecting the accessibility was the PageRank index. The highest PR4 index was recorded for two facilities, whereas three facilities had a PR0 index. More than 50% facilities displayed information in foreign languages (mostly in English and German) and 72.2% provided for the option of on-line booking form. Social networks play an important role in the process of communication. More than 80% of facilities had links to Facebook. A relatively small number of facilities (36.4%) allows its clients to use a Newsletter. Web portal on spa and wellness services offer a wide range of information concerning this form of activity. They provide for the facilities' description and offer, for advice, consultation with experts and thematic articles. Possible booking of stay packages or treatments is also of significant importance. Regrettably, however, after the survey of the sites' content it appeared that the offer of facilities from Rzeszow and its vicinity is rather poor. Search engines most often provide the information about Splendor SPA, «Nowy Dwór» Wellness & Spa Hotel in Świlcza and Zaczernie, and Blue Diamond Hotel Active Spa. A low level of activity of some facilities may be explained by necessary charges for access to the portal services.

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