

SUMMARY

Karina Przybyło-Kisielewska, The importance of recreational and sports services for increasing the attractiveness of a stay in health resorts. Supervisor dr hab. Zygmunt Kruczek, prof. AWF, auxiliary supervisor dr Wojciech Biernacki. Kraków 2024, pages 151, tables 16, figures 43, 135 bibliography items.

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The work consists of six chapters, an introduction, conclusions, a list of literature, a list of Internet sources, and an annex, which contains a sample questionnaire.

The introduction contains a justification of the importance of the subject matter undertaken in the work, which falls within the scope of interest in health tourism. The concept of health tourism and health-promoting services, which include recreational and sports services that are the subject of the work, are defined. The Introduction also formulates the aim of the work. The place of the undertaken subject matter in the research problems of physical culture sciences was also shown. It was emphasized that recreational and sports services, which are the subject of the work, are carriers of values perceived in forms of physical culture such as sports, recreation, tourism, physical rehabilitation implemented in health resorts.

The first chapter describes the trends that are currently occurring in tourism and recreation, in the period of economic recovery after the crisis caused by the covid-19 pandemic. Particular attention was paid to trends occurring in health resorts, the forecast of 9 trends for the Wellness Tourism Institute was cited, referring them to the situation in Polish health resorts. Such phenomena observed in Polish health resorts as shortening the length of stay or changes in the structure of guests were indicated. The increase in full-paying spa guests creates an increased demand for recreational, sports, entertainment or tourist services.

The second chapter concerns the issue of recreational and sports services. The importance of this sector was indicated, an overview of definitions and classifications was presented, as well as methods for assessing the quality of services. The review of research on these services included in this section is based on bibliometric research conducted using the tools of the Scopus platform. Foreign and domestic publications presenting research on recreational and sports services in health resorts and assessing their importance are discussed.

The third chapter contains a description of the tourist attractions of Poniżcie, with particular emphasis on the spa attractions. The leading tourist functions of this region, namely health care and spa tourism, are also indicated. The natural healing resources and the history of the Busko-Zdrój and Solec-Zdrój spas are described. The offer of medical, wellness and spa services is also presented, as well as recreational and sports services and tourist offers in the Busko-Zdrój spas. The fourth chapter of the work contains a presentation of the results of own research on the role of recreational and sports services in increasing the attractiveness of stays in spas. At the beginning, the aim of the research is presented, 3 research hypotheses are formulated and 4 research questions related to them are posed. In order to achieve the assumed aim, research was carried out using various methods. The research on the guests of the Busko-Zdrój spa, the reasons for their arrival and recreational, sports and tourist activities was carried out using the diagnostic survey method. 377 responses were obtained, which were presented in this chapter in the form of tables and graphs after statistical processing. This chapter describes the results of an audit conducted using the mystery consumer method on the availability of information about recreational and sports services and an assessment of the knowledge of employees of accommodation facilities about them. The third study described in this chapter was the collection of opinions from 37 experts on the role of recreational and sports services in increasing the attractiveness of health resorts in Poland.

The obtained results of the own research allowed for providing answers to the research questions posed and for verifying the research hypotheses. Two hypotheses were verified positively, and one partially positively.

In the chapter entitled Discussion, the obtained results of the own research were confronted with the results described in the literature (including the works of Andrzej Hadzik, Adam Szromek, Anna Lewandowska, Andrzej Tucki, Andrzej Rapacz and others).

The work ends with a chapter containing the formulation of conclusions resulting from the conducted research and analyses and indicating directions for further research on recreational, sports and tourist services in health resorts. It was also indicated that there is a need to conduct further research on the quality of these services using qualitative methods, e.g. identifying gaps between the quality expected by guests of health resorts and the quality provided on site in health resorts.