



Świętokrzyskie Health Resorts

- potential for a regional smart specialization



**DEVELOPMENT
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NATIONAL COHESION STRATEGY



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Research report “Świętokrzyskie Health Resorts - potential for a regional smart specialization”

Observatory of Regional Development
Regional Department Policy
Marshal of Świętokrzyskie Province

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To all those who intend to visit the świętokrzyskie health resorts



It gives me great pleasure to introduce you this publication which contains a rundown on research entitled “Świętokrzyskie Health Resorts - potential for a regional smart specialization”, prepared by the Observatory of Regional Development within Regional Department Policy of Świętokrzyskie Province.

The present publication tries to analyze the condition of Świętokrzyskie health resorts, their significant influence on regional economy as well as the possibility of health tourism development that is based on regional health resorts’ potential.

I hope this reading gives you a new look onto Busko and Solec Zdrój Spas seen at best from the viewpoint of “bathing visitors” and familiarize yourself with a hidden potential of our local resorts.

I strongly believe that every new visitor will want to come here again.

Kazimierz Kotowski

*Member of the Board
of Świętokrzyskie Province*

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Introduction

“Studies in medicine have made great progress so that today, practically speaking, no one is healthy”.

Bertrand Russell

Ironical, but how relevant these days is the thought of Bernard Russell that combined with the potential and unique qualities of the Świętokrzyskie spas accurately reflects the idea that was an inspiration of this analysis.

The authors of the study came from the assumption that spa communes of the Świętokrzyskie Province have a proper potential for the development of regional smart specialization and may function as modern, successful and highly efficient enterprises, supporting the region's economy, stimulating local and regional development.

Test results are expected to diagnose areas for improvement that after modernization could still enhance the competitiveness and innovativeness of this potential smart specialization of the region.

This study is a continuation and development of discussion about an innovative and smart specialization of the region that was started by the report: “Innovative specialties of Świętokrzyskie Province”. The compilation “Świętokrzyskie Spas- potential for a regional smart specialization” also fits in with concepts of the programme of the European Commission- Smart Specialization Strategy (S3).

The study of Świętokrzyskie Health Resorts - potential for a regional smart specialization”, was implemented by the Regional Observatory team, operating under the Regional Policy Department of Świętokrzyskie Province Marshal's Office in cooperation with the Office of the Municipal Council Busko-Zdrój and Solec-Zdrój, District Authorities in Busko-Zdrój and other health resorts functioning in the Busko district.

1. Objectives and methodology of the study

The main objective of the study of „Świętokrzyskie Health Resorts - potential for a regional smart specialization” was to conduct a diagnosis of the condition of Świętokrzyskie Spas in the context of health tourism and changed them into smart specialization, especially in the province.

In relation to the main purpose of the study specific objectives has been identified , which - in the assumption - allowed to describe patient / spa tourist using the services of Świętokrzyskie spas as well as to answer the question, as he sees spas operating in the Świętokrzyskie region.

Specific objectives of the study:

1. Analysis of the level of infrastructure and services of Świętokrzyskie spas,
2. Enumeration the main and the biggest tourist attractions of the Świętokrzyskie region made by resort visitors / tourists,
3. Separation incentives for spa visitors to use the offer of Świętokrzyskie spas,
4. Analysis of the shortcomings and deficiencies that reduce patients' satisfaction/ tourists with the stay in province of Świętokrzyskie Province,
5. Analysis of the activities undertaken and planned by the local authorities and health bodies aimed at increasing the attractiveness of the stay in Świętokrzyskie Health Resorts.

Methodology

The Observatory of Regional Development team was responsible for the development of research concepts, including the preparation of a research tool and for analyzing data and preparing the report. The study included a total of 407 randomly selected patients' staying in a spa treatment facilities in the region. 288 of the respondents carried out the treatment in Busko-Zdrój, while 119 respondents in Solec-Zdrój.

In the survey patients determined the gender, age, county of origin, education and source of funding for the stay.

2. The profile of spa towns in the Świętokrzyskie Province

2.1. Spa treatment in the region against the background of the country

Spa treatment has a very long tradition. The first confirmed information about spa trips dates back to ancient times. The areas with warm springs were the focus of Roman magnates trips, where they had a good time¹.

The tradition of Roman thermal baths were also preserved in the Middle Ages. But the first Polish thermal baths were discovered in Cieplice, which were already used by Świdnica princes of the Piast dynasty in XIII century². A significant development of spas in Poland occurred in the eighteenth and nineteenth century, when it began its activity such as: Krzeszowice, Swoszowice, Krynica, Szczawnica as well as Busko, Żegiestów, Nałęczów and Rymanów. Today 44 spa communes operate in the country. Most of them are located in the regions of Śląsk and Małopolska. The majority of spa centres in Poland are located in mountainous or piedmont terrains. Some of them are located along the coast or in the central belt of the country. Over 102 communes of the Świętokrzyskie Province - two of them Busko-Zdrój and Solec-Zdrój have a status of spa centres.

The main document, which regulates the issues of spa centres and its towns, is the Act of 28 July 2005 on the spa treatment, health resorts and its protection (Statute book from 2005, No 167, item. 1399, amended). Polish version: (Dz.U. z 2005 r. nr 167, poz. 1399, z późn. zm.). The Act defines the terms and conditions of organizing and financing spa treatment, its trends, principles of treatment supervision, the rules for granting the status of the spa area or health resort status, the status of spa protection, the deprivation rules of spa statute or health resort preservation status and tasks of spa municipalities. To get the status of a spa centre, there are some important conditions which must be fulfilled, such as:

- Deposits of natural ingredients with a proven medicinal healing properties according to the terms of the Act,
- Climate with medicinal properties confirmed by the terms of the Act,
- Having spa facilities and equipment prepared for carrying out the treatment in health resorts,
- Compliance with the requirements in relation to the environment,
- Having the technical infrastructure for water and sewage system, energy, mass transport, and waste management.

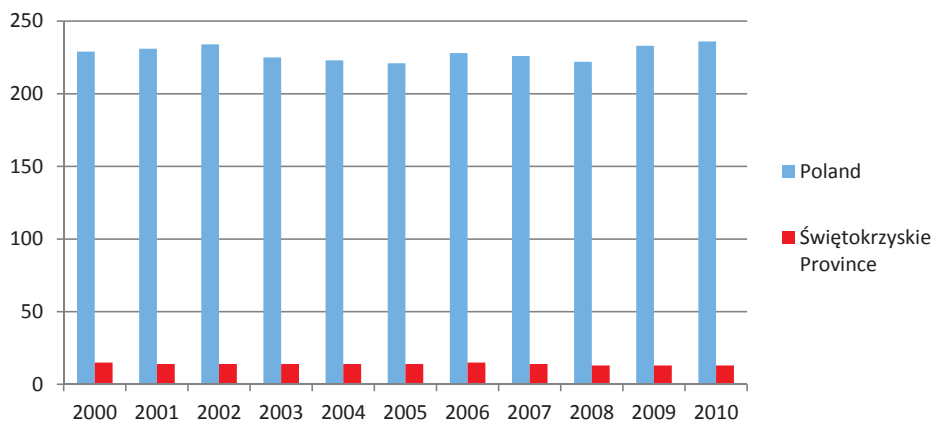
1 Małecka B, Marcinkowski JT. Historical outline of the development of health resorts, 2007, 88(2), p. 139-142

2 ibidem

The Act also introduces a number of limitations for municipalities in the form of precepts in order to maintain a certain percentage of the shares of green areas and prohibitions against certain activities in three protected zones A, B, C separated in the spa.

According to the Central Statistical Office there were 266 spa centres located in Poland in 2010, in the Świętokrzyskie Province there are 14 spa facilities, including 13 hospitals and sanatoria, and one resort belongs to a group of spa centres, spa clinics.

Chart 1. Number of spa hospitals, health resorts in Poland and in the Świętokrzyskie Province from 2000 to 2010



Date source: A study based on the Local Data Bank of the Central Statistical Office

Table 1. List of spa facilities in the Świętokrzyskie Province

Name of the health resorts area	Health Resorts	Number of beds
Busko – Zdrój	Health Resorts belonging to the company „Busko Zdrój Spa” Ltd.:	
	Resort Hospitals:	
	Resort Hospital „Krystyna”	316
	Resort Hospital „Górka” – Specialist Hospital of Complex Rehabilitation and Child Orthopaedics	150
	Resort Hospital „Oblęgorek”	50
	Sanatoria:	
	Sanatorium „Marconi”	170
	Sanatorium „Mikołaj”	88
	Sanatorium „Willa Zielona”	33
	Health Resorts:	
	Health Resort located in the hospital complex „Krystyna”	-
	Spa clinics:	
	Spa clinic:	-
	Health Resorts belonging to other entities:	
	Resort Hospitals:	
	The 21 Military Hospital Health Resort and Rehabilitation	310
	Sanatoria:	
	Sanatorium „Włókniarz”	450
	Sanatorium „Nida – Zdrój”	265
	Sanatorium „Słowacki”	120
	Sanatorium „Rafał”	140
	Sanatorium „Astoria”	120
	Sanatorium „Bristol”	57
Solec – Zdrój	Health Resort:	
	Sanatorium „JASNA”	79
	Sanatorium „Świt”	94
	Health Resort:	
	Health Resort „Łazienki”	-
	Rehabilitation Centre „Malinowy Zdrój”	195

Date source: A study based on the List of spa establishments made by the Ministry of Health

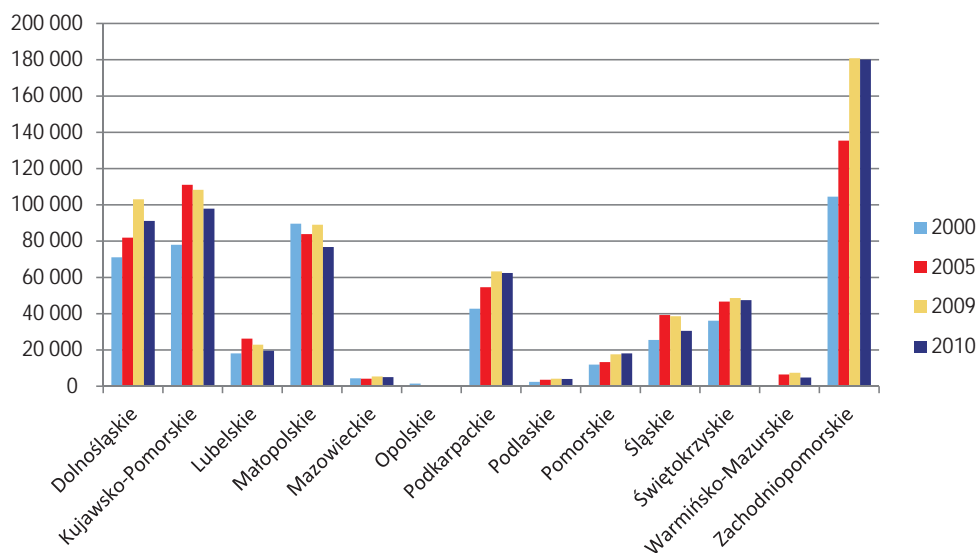
Medicinal directions of health resorts in the country are shown in the table below.

Table 2. Medicinal directions of Health Resorts in Poland

	Traumatic orthopedic diseases	Diseases of the nervous system	Rheumatic diseases	Cardiovascular disease and hypertension	Peripheral vascular disease	Upper respiratory tract diseases	Lower respiratory tract diseases	Digestive system diseases	Obesity	Diabetes	Endocrine diseases	Osteoporosis	Skin diseases	Women diseases	Kidney and urinary tract diseases	Blood and haematopoietic diseases	Diseases of the eye and ocular adnexal
Augustów																	
Busko-Zdrój																	
Ciechocinek																	
Cieplice Śląskie																	
Czerniawa-Zdrój																	
Dąbki																	
Długopole-Zdrój																	
Duszniki-Zdrój																	
Goczałkowice-Zdrój																	
Gołdap																	
Horyniec-Zdrój																	
Inowrocław																	
Iwonicz-Zdrój																	
Jedlina-Zdrój																	
Kamień Pomorski																	
Kołobrzeg																	
Konstancin																	
Krasnobród																	
Krynica-Zdrój																	
Kudawa-Zdrój																	
Lądek-Zdrój																	
Muszyń																	
Nałęczów																	
Piwniczna-Zdrój																	
Polanica-Zdrój																	
Polańczyk																	
Połczyn-Zdrój																	
Przerzecznica-Zdrój																	
Rabka-Zdrój																	
Rymanów-Zdrój																	
Solec-Zdrój																	
Sopot																	
Supraśl																	
Swoszowice																	
Szczawnica																	
Szczawno-Zdrój																	
Świeradów-Zdrój																	
Świnoujście																	
Ustka																	
Ustroń																	
Wapienne																	
Wieniec-Zdrój																	
Wysowa-Zdrój																	
Żegiestów-Zdrój																	

Data source: Spa visitors Magazine, No. 5/6 (70/71) May/June 2011

Chart 2. Spa visitors and out-patients according to the provinces in the years 2000, 2005, 2009 and 2010



Data source: A study based on the data from the Central Statistical Office

The main specialization of the Świętokrzyskie Spa is to treat all kind of skin diseases. Such health resorts have the biggest percentage of contribution relating to the healing in the country.

According to the analysis of data made by Central Statistical Office, the number of spa visitors using spa facilities is not only high, but also is gradually increasing in the Świętokrzyskie province. In 2000 the figures were just over 36 thousand, but in 2010 there was more than 47 thousand.

Table 3. Summary of types and mineral resources in the Świętokrzyskie spa centres

Health resort	Name of coalmining region	Name of the spring	Characteristic of therapeutic mineral water confirmed by the certificate	Exploitation of natural resources
Busko-Zdrój	„Busko II”	Aleksander	disused, a lack of certificate;	350 m ³ /day
		No 8b - Michał	healing mineral water with 1,4% of sodium chloride, sulphide and iodine;	
		No 13 - Anna	healing mineral water with 1,3% of sodium chloride, sulphide and iodine;	
		No 16a - Wiesława	healing mineral water with 1,4% of sodium chloride, sulphide and iodine;	
		No 17 - Ignacy	healing mineral water with 1,5% of sodium chloride, sulphide and iodine;	
		Andrzej	disused, a lack of certificate;	
		Piotr	disused, a lack of certificate;	
		No 17 - Henryk	healing mineral water with 2,3% of sodium chloride (brine), sulphide, iodine, fluoride, chalybeate;	25,2 m ³ /day
		No 19 - Małgorzata	healing mineral water with 7,1% of sodium chloride (brine), iodine, chalybeate;	
Solec-Zdrój	„Solec”	Solec pit	healing mineral water with 1,99% of sodium chloride, sulphide, iodine;	0,456 m ³ /h
		Solec 2-Karol	healing mineral water with 2,0% of sodium chloride, sulphide, iodine;	0,5 m ³ /h
		Solec 2B	healing mineral water with 1,55% of sodium chloride, sulphide, iodine;	
	„Wełnin”	Malina	healing mineral water with 3,97% of sodium chloride, sulphide, iodine	3,0 m ³ /h

Data source: http://www.mz.gov.pl/wwwfiles/ma_struktura/docs/wydobycie_wod_kopalin_14122009.pdf

2.2. Busko – Zdrój Commune



Park Spa – Busko-Zdrój

2.2.1. History

Busko-Zdrój probably took its name from the word “beech” which in Slavic language meant muddy terrain or wet. The origin of Busko goes back to the 12th century, when a group of shepherds settled around St. Leonard’s church. In the years 1180-1185, Knight Derśław, the landowner of Busko and its surroundings, brought Norbertine nuns to the land³. The knight Derśław left his property to the nuns in 1241. Since then Busko belonged to the convent and became a shrine. The faithful arrived here in order to pray and take part in trade fairs organized by the nuns. In 1252, it received a revenue privilege from King Bolesław V the Chaste (Bolesław Wstydlivy) allowing the convent to use the salt water. This is the first record of the use of Busko’s mineral waters. King Bolesław V granted the fiscal privilege to Busko which allowed them to mine the brine⁴.

In 1287, Busko was granted civic rights by King Leszek II the Black. The advantageous location of the town on trade routes from Wiślica to Chęciny led King Władysław Jagiełło to grant local burghers the right to have a weekly market and two fairs a year beginning in 1412. The 15th and 16th centuries

3 Busko and the nearest area” Stanisław Rogula, A guide book, 1996 Kielce

4 <http://www.busko.pl/historia/2150-historia-miasta.html>

were considered as the „heyday” of the town. It was famous for its trade and cloth production. Since the mid-seventeenth century wars and anti-bourgeoisie politics led by gentry contributed to the impoverishment of the Busko region. The next period of revitalization was connected with the discovery of brine springs in 1776. For a short time the salt was exploited from a mine and then stopped completely because of the unprofitable mining production. As a result of the extractions a valuable brine resources were discovered⁵.

In 1808, Jan Winterfeld a medical student from Pińczów carried out first researches on using the local health waters in order to heal illnesses. At that time the first visitors of Busko area were called “resort bathers”⁶.

At the beginning of 19th century Norbertine properties were taken over by the government and after a fire in 1820, Feliks Rzewuski leased Busko region. In 1828, there were already 202 visitors for the treatment. In 1836, the spa Amenities “Łazienki”, by Henryk Marconi’s design, were finished and also a wonderful spa park was established by a gardener Ignacy Hanusz. Taking an inspiration from the old Romans, Marconi designed the building in the shape of the letter „T” which attracts many visitors from all over the world mainly because of its chic and elegance. It is also the pride of the city.

The opening ceremony of the health spa took place in 1836⁷. At the end of 19th century Busko was qualified as the most valuable and frequently visited spa centre across Europe. In 1899, the health resort was very popular among the spa visitors (over 2 431) who started coming here for treatment in large numbers. At the same time many health resorts and guesthouses were built for those spa visitors. The health resort became famous and many spa visitors were coming here almost every year.

In the interwar period, there has been an intensive development of the health resort. Due to dr Szymon Starkiewicz and society’s help, a children’s sanatorium “Górka” was founded in 1924. In 1936, a former Ministry of Military Affairs helped to establish the “Military Seasonal Hospital Busko-Zdrój” for the use of spa visitors. Now, it is called the “21 Military Hospital Spa and Rehabilitation”⁸.

After the Second World War, the discovery of sulphide-rich waters enabled the further development of Busko spa. In the early 60s new sanatoria were built. It included: the ‘Nida’ Union of Disabled People and Resort Hospital “Krystyna”. At present Busko is one of the most developed health centre. Spa town with a beautiful park as well as historic sanatoria and numerous guest houses create a unique atmosphere of the resort.

5 „Busko” – Popular Library of Sightseeing, Chapter XI, Świętokrzyska Bibliotheca of Mariana Toporowski

6 <http://www.busko.pl/historia/2150-historia-miasta.html>

7 „Busko-Zdrój Health Resort”, Author: collective work of spa employees, publishing company P.P. „Busko-Solec Health resorts” in Busku Zdroju

8 <http://www.busko.pl/pl/historia/2150-historia-miasta.html>

2.2.2. Location and transport

Busko-Zdrój spa is located in a very picturesque region of Nida Basin, in the south part of Świętokrzyskie province, on the border of two physiographic sites: Świętokrzyskie Mountains (Holy Cross Mountains) and Miechów Highlands. It is 50 kilometres from Kielce and 90 kilometres from Kraków.

The climate of Busko-Zdrój is low-lying and continental. In the scale of the whole year, it is one of the warmest place in Poland with the average humidity. This creates favorable insolation conditions. The bioclimate of Busko-Zdrój has an important impact on treating many diseases, especially it is suitable for people with a weak immune system. Busko-Zdrój is the sunniest Polish region with a large number of sunny days during the whole year.

A road no 73 goes through Busko-Zdrój joining Kielce and Tarnów and three other regional roads connecting Busko with Pinczow, Kraków and Żabno.

The Bus Transport Company Ltd. in Busko-Zdrój offers the connection mostly with Warsaw, Krakow, Karpacz, Łódź, Lublin as well as Katowice, Czestochowa, Wrocław and Rzeszow. There is also a wide range of private bus services. The most frequently roads used by the spa visitors are: Busko-Krakow, Busko-Tarnow, Busko-Katowice and Busko-Warsow. What is more, many health resorts (sanatoria) have its own transport for their visitors.

2.2.3. Health values/ therapeutic profile

Mineral water in Busko-Zdrój came into being about a half billion years ago – made from gypsum deposits left it behind after the retreating Macedonian sea. This water at the lowest depth contains a significant amount of salt and sulphur. The location of the spa valley had an impact on its mineral content. The spa valley was surrounded by limestone hills and the deposit of gypsum. The combination of sulphide water and deep-sea brines creates an original type of sulfate salty water which has undoubtedly the most healing qualities.

Busko-Zdrój Spa is one of the most respected balneological health resort in the world. The fame and reputation of the resort has been built for centuries. It has unique natural resources such as sulphide water, iodine and bromide brines as well as peloid water. Thanks to it, many disease such as musculoskeletal disease, nervous system disorders, rheumatoid arthritis, cardiovascular system disorders and skin disease are the most frequently treated here. At present Busko spa is visited by 60 thousand of resort visitors per year not only from all over the country, but also from the whole Europe and the United States.

Field of treatment:

- Orthopedic conditions,
- Neurological conditions,
- Rheumatic disease,
- Cardiovascular disease and hypertension,
- Osteoporosis,
- Dermatological disorders.

2.3. Solec - Zdrój Commune



Magnoliowa Street – Solec-Zdrój

2.3.1. History

The name of the town „Solec” is connected with the tradition of salt mining and derived from local brines. The first document of the settlement comes from the Middle Ages and it mentions about a wooden church. In the middle of 15th century, the settlement belonged to Jan Feliks – The Earl of Leliwa Tarnowski. Later Solec with Zbór and other surrounding villages belonged to Andrzej Zborowski in 1508. In the 16th century the invasion of Tatars into Sandomierz area, later the Swedish deluge and plagues vastly destroyed the settlement.

The beginnings of spa town and its regeneration go back to the 19th century and they are mainly connected with salt mining initiated by Stanisław Staszic. The salt mining in the Solec area had failed, but the salty water coming from wells was used by the local people for the healing purposes. The founder of the resort was the Count Karol Godefroy.

In 1837, Solec town was registered as a Polish spa. In the middle of 19th century Józef Dielt professor of Jagiellonian University was keen on Solec. He was a founder and president of the

Balneological Society in Krakow for many years⁹. At that time professor Wanikiewicz from the Warsaw School analysed the Solec waters and revealed that they were richer than the similar external sulphide waters as well as Busko. This was also confirmed by the professor Girszoft from the Warsaw Medical Society who carried out researches of the balneological branch¹⁰.



A view of Zborów and Solec. The Palace in Zborów. The Solec village. The Solec “Łazienki”
- reprint chosen from Kłos magazine (1875-1894).

9 „To save Solec - Zdrój from being forgotten on the pictures”, Author: Małgorzata Helis, Studio Full Scan Publishing Company, 2003

10 <http://solec-zdroj.eu/page.php?kat=3&main=5&id=5>

The best period of Solec as a health resort was after 1896 when brothers Włodzimierz and Romuald Daniewski had become shareholders. Thanks to them Solec gained in popularity in the whole Europe. At that time Solec was visited by Ignacy Jan Paderewski, Eugene Kwiatkowski and Wanda Wermińska.

During World War I, Solec was badly damaged. In 1921, spa amenities called "Łazienki" were completely burned. In their place, an engineer Daniewski built a new building made from steel and concrete. He also created a building with the proper source of mineral water reaching 145 m. What is more, since 1925 most of mansions in Solec had electricity and drainage¹¹.

In the Second World War, some buildings of spa centres and spa park were badly destroyed. From 1946, thanks to Włodzimierz Daniewski (he was a director of the spa centre in that time) the Health Resort was reopened again. The planned development of the health resort was halted in 1951 when, against the law, the Solec Zdrój Spa was incorporated into the state-owned Busko-Solec Health Resort¹².

In the years 1951-1994, due to a lack of investments Solec-Zdrój was declining despite its undeniable natural and healing values. A new phase of Solec town development started at the end of 20th century. After the management of the state Solec-Zdrój Health Resort, heavily devastated and territorially reduced, was returned to the rightful owners of families: Daniewski and Dzianott.

Today Solec-Zdrój is a place suitable for healing and relaxation. Historic buildings, interesting architecture and a peaceful atmosphere are good for all residents and guests.

2.3.2. Location and transport

Solec Zdrój is located in the southeast part of Świętokrzyskie province, in the Busko county, near the Nida River mouth to the Vistula River, about 3 km from the route Sandomierz to Krakow, 20 km from Busko-Zdrój, about 70 km from Kielce and 90 km from Cracow. It is located within the Nida Basin near the Rzoska River at an altitude of 160 m above the sea level. Northern parts of the Solec-Zdrój commune go into the boundary line of the Szaniecki Park.

The local rolling plain is called Solecka Basin which is a part of the Nida Basin. It is made of marl chalks and covered by Miocene limestone and gypsum. The local climate of lowland is temperate with low humidity and a relatively large number of sunny days per year.

When it comes to the communication availability of the commune, it is possible to use a private bus company (PKS). There is a direct connection between Busko- Zdrój, Kielce, Krakow, Ostrowiec Świętokrzyski, Staszów and Tarnów.

11 ibidem

12 „Solec – Zdrój Vade mecum of spa visitors and tourist”, Social and Cultural Association of Solec-Zdrój, Cedro i Sons Publishing Company

It is worth mentioning that Solec-Zdrój Spa company organizes a chargeable transport to and from the place of residence.

2.3.3. Health values / therapeutic profile

Healing waters are the greatest potential of Solec Zdrój. The local waters are collected / tapped into / in the wells with a depth of about 170 meters and are called sulphide brines. They contain some elements such as sulphide and polysulphides ions, chloride, bromide, iodide and boron as well as calcium, magnesium, lithium, iron, selenium and manganese. Its specific salty taste of local waters is accompanied by the escaping smell of hydrogen sulphide.

In Solec- Zdrój spa many afflictions are treated, for example: musculoskeletal disease, rheumatic disease and orthopedic disease. The brine, which comes from the source called „Raspberry”, has the best properties among other famous sulphur sources in the world. This highly mineralized water of sodium-chloride (saline), sulphide, bromide, iodide and boron has the highest content of active compounds of sulphur - about 900 mg/l.

Field of treatment:

- Orthopedic conditions,
- Neurological conditions,
- Rheumatic disease,
- Osteoporosis,
- Dermatological disorders.

2.4. The most important spa infrastructure of Busko – Zdrój¹³



The name of place: Resort Hospital “Krystyna”- belongs to Busko-Zdrój Spa Company Ltd.

Number of beds: 316

History: A beautiful Resort Hospital “Krystyna” was built/created in the 20th century. The name of this centre derives from the name of one of the owner’s granddaughter, later the greatest opera singer Krystyna Jamroz, who lived here as a child.

Therapeutic profile: Resort Hospital “Krystyna” is a modern resort of complex rehabilitation where many health conditions are treated here. These are: rheumatic, orthopedic, neurological, dermatological and cardiovascular problems. In the hospital, there are 4 departments: rheumatological, neurological, cardiology and movement organs rehabilitation. Next to the health resort operates a natural medicine center which offers more than 30 types of treatment with rehabilitation pool. There is also a modern studio with music therapy and relaxation. Due to its neurological character, Resort Hospital also offers the only treatment in this region – called the Gieczew windlass, which is one of the method of degenerative disc disease treatment.

Department of Cardiology meets all the requirements to carry out a full non-invasive cardiac diagnostics. It is a branch of the Cardiology Department in the John Paul II Hospital in Cracow. The hospital also works with the Świętokrzyskie Cardiology Center and a number of clinics and hospitals.

Website: <http://www.uzdrowiskobusko.pl>



The name of place: Hospital “Górka” – Specialist Hospital of Complex Rehabilitation and Child Orthopaedics “Górka”- belongs to the „Busko - Zdrój” Company Ltd.

Number of beds: 150

History: A founder and builder of the hospital was dr Szymon Starkiewicz, a young doctor and alumnus of the Faculty of Medicine at the University of Lvov. Working in the coal Basin - Zagłębie, he had a contact with children’s disabilities caused by osteomyelitis. He wanted to treat them

13 It was based on information available on the websites of particular health resorts



in a more favorable environment. He had chosen the hill, which belonged to farmers and it was located next to Busko area- called Zbludowice village.

In 1918, he began a propaganda campaign about starting the construction of children sanatorium in Busko-Zdrój. The first children camp was organized in "Górka" place under the six American Red Cross tents in 1920. The foundation stone was laid for the construction of the first Polish children sanatorium in 1922 and in 1926 the hospital welcomed first patients. The name of the hospital derives from its special location / position on the hill.

Therapeutic profile: Hospital „Górka” offers treatment, rehabilitation and emergency department within the scope of cerebral palsy and other diseases of the musculoskeletal system. It also offers a full range of orthopedic surgery (eliminating spasticism, muscle lengthening, shortening and transplantation, limb axis correction, spinal curvature, bone lengthening and shortening, inborn hip joint dislocation, inborn feet deformation, bone inflammation, badly healed wounds). Hospital provides highly specialized services and treatment. It often deals with cases which are very complicated and cannot be treated at any other medical centers. But the greatest achievements of the hospital is a complex rehabilitation therapy of cerebral palsy. To help patients' families, hospital leads the „Parents' School”, where parents are taught how to rehabilitate and look after their children at home. The hospital cooperates with the Hospital „Karolinski” in Stockholm and maintains contact with similar institutions in Poland, German and the USA.

Website: <http://szpitalgorka.pl>



The name of place: Resort Hospital "Oblęgorek" – belongs to the „Busko- Zdrój” Company Ltd.

Number of beds: 50

History: The resort was built in 1903. The name comes from the place called Oblęgorek which is located near Kielce. It is also connected with Henryk Sienkiewicz, Polish Noble Prize Winner, who received a palace with estate from the Polish state in this village. In the years 1945-1966, the building was housing the management of State Resort and Service Office. Since 1966, after transferring the management, in this building there has been a Resort Hospital.

Therapeutic profile: In the hospital „Oblęgorek” patients are rehabilitated mainly with musculoskeletal disorders (e.g. soft tissue injuries, arthritis, post-inflammatory conditions, joints and bone degeneration, posture and birth defects, postoperative rehabilitation, osteoporosis).

Website: <http://www.uzdrowiskobusko.pl>



The name of place: Sanatorium „Marconi” - belongs to “Busko-Zdrój” Company Ltd.
Number of beds: 170

History: Sanatorium „Marconi” was built by the Italian architect Henryk Marconi in 1836. It is the „backbone” of the Spa Complex of „Busko-Zdrój” Company. The building, which is now used as sanatorium, once housed here the spa Amenities called “Łazienki”. Sanatorium is located in the center of Park Spa. It is a pride of the city and completely deserves it, because the patients are impressed by its amazing architecture and location.

Therapeutic profile: Sanatorium „Marconi” offers treatments which can help people with diseases such as: rheumatic (rheumatoid arthritis, joints and bone degeneration), orthopedic (osteoarthritis, arthritis, joints and bone degeneration, posture and birth defects, postoperative rehabilitation), neurological (stroke, multiple sclerosis, sciatica, spine degeneracy), cardiovascular (hypertension, coronary artery disease, infarctus cordis and cardiac surgery, disease of circulatory system), skin (psoriasis, vitiligo), metabolic (diabetes, obesity).

Website: <http://www.uzdrowiskobusko.pl>



The name of place: The 21 Military Hospital Health Resort and Rehabilitation
Number of beds: 310

History: The building called „Seasonal Military Hospital Busko-Zdrój” was opened in 1936. The military authorities had decided to build a new building for professional soldiers in order to help them with treatment. The construction of hospital was financed with the state funds and the officers’ contribution to this project. Until September 1939, many soldiers and officers from the Polish Army Forces and their families benefited from the treatment. The Military Hospital had become famous not only in military circles.

In the years 1939-1945, Nazi occupiers used the building as a sanatorium for the Wehrmacht officers and after that it was used by the Red Army. A significant date in the history of this building is 1989. As a part of health-care reform, the Minister of Defense established the 21 Military Hospital Health Resort. Hospital became an independent institution of health - Independent Public Healthcare.

Therapeutic profile: The main indication for the treatment in the 21 Military Hospital Health Resort are musculoskeletal diseases. They include: orthopedic (completed (loco)motor organ operations, motor organs injuries, spine and peripheral joints degeneracy), rheumatoid (osteoarthritis,



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rheumatoid arthritis and others), neurological (back pain syndromes connected with slipped disc and osteoarthritis, post-stroke patients with partial self-reliance) and metabolic diseases (diabetes, gout, obesity). The characteristic of the 21 Military Hospital Health Resort is a professional kinesiotherapy which is carried out by a team of experienced therapists and physiotherapists.

Website: <http://21wszur.pl>



The name of place: Sanatorium „Włókniarz”

Number of beds: 450

History: Owing to the efforts and funds of the Board of Textile Industry, Garment and Leather Trade Union in Łódź and Trade Union of Chemical and Food Industry, Sanatorium „Włókniarz” was built in the 60's. The largest health resort centre in Busko was opened in 1972.

Currently, Sanatorium complex „Włókniarz” has two hotel buildings, the „A” hotel with its 250 beds and „B” with 200 beds, connected with the treatment rooms.

Therapeutic profile: In the Sanatorium „Włókniarz”, there are some indications for treatment, for example: rheumatism and orthopedic disorders (rheumatoid arthritis and relational afflictions, ankylosing spondylitis, condition after limb joints and spine surgeries, osteoporosis, etc.), disorders of the nervous system (sciatica and brachial plexus syndrome, ischias, neuralgia and chronic inflammation of the nerve roots and nerve plexus, post-stroke conditions, Parkinson's disease, conditions after spine injuries, post-poliomyelitis conditions etc.), skin disease (chronic dermatitis including allergic diseases, keratinization or callosity, scleroderma and atrophic skin diseases, vascular skin diseases, different dermatosis), endocrine gland and metabolism disorders (diabetes, gout, obesity associated with cardiovascular disease, changes in motor organs-movement disorder and hyperlipidaemia) and mild periodontal disease and neuroticism.

In addition to the typical medicinal treatments using natural springs with sulphide- rich, salty and peloid water, at the Sanatorium operates the Aqua Salon which offers Wellness and Spa treatments.

Website: <http://www.wlokniarz.pl>



The name of place: Sanatorium „Nida - Zdrój”

Number of beds: 265

History: Sanatorium „Nida-Zdrój” was founded in 1968. Before building the spa amenity, in this place there were a vegetable garden and fruit orchard owned by Julian Gołębiowski - grandfather of an opera singer Krystyna Jamróz. In 2004, a part of the spa hotel was completely rebuilt. The modern look of the hotel was achieved by building a mansard tier. The Sanatorium „Nida-Zdrój” is the first building in Busko-Zdrój, which can boast over a panoramic lift representing the most attractive vantage point. Sanatorium „Nida-Zdrój” encircles a part of the Spa Park, which is separated from the older part of the F. Rzewuski street.

Therapeutic profile: The core treatment of the Sanatorium „Nida-Zdrój” includes: movement disorders, rheumatism, the nervous system diseases (neuropathy), vasculature diseases and skin diseases.

Website: -



The name of place: Sanatorium „Słowacki”

Number of beds: 120

History: The building of Villa Słowacki resembles a medieval castle with turrets and battlements which was built before 1914. In the years 1948 – 1996, the Villa Słowacki and two adjacent building: The English Villas A and B belonged to the Holiday Fund for Employees. In 1996, the Słowacki villa and in 2001 the English Villas A and B became the properties of the Korczak family. In 1996, the Słowacki building was demolished due to the fact that it was not suitable for renovation. In 1998, the Villa Słowacki was rebuilt and expanded. The first spa guests were residing in the restored building in 1999.

The Villa Słowacki and both English Villas form Sanatorium “Słowacki”- a comfortable hotel and spa in which one part was come into use in 2006, but the second part of the hotel area and spa facilities with a swimming pool, saunas and spa bath - in 2011. Sanatorium is fully adapted for disabled people and offers a wide range of spa treatments. The Hospital Resort and Rehabilitation was founded in 2011.



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Therapeutic profile: Sanatorium "Słowacki" offers rehabilitation within the scope of: rheumatic diseases, neurological disorders, post-traumatic changes in mobility and skin diseases. The treatment is done with the help of natural medicines: water sulphide, peloid wrappings and physiotherapy using the latest equipment. Spa also offers a wide range of treatments in the field of biological regeneration, Spa & Wellness and supportive treatment.

Website: <http://www.slowacki.busko.pl>



The name of place: Sanatorium „Rafał”

Number of beds: 140

History: Sanatorium was built in 1978. Its name was taken from the „Ashes” of Stefan Żeromski, from the main character of the novel- Rafał Olbromski. For almost a year, Stefan Żeromski worked as a tutor in Brodki near Oleśnica. At that time, he often visited Busko. Sanatorium was opened just in the 90th anniversary of Żeromski’s stay in the Busko region. Giving the “Rafał” name to the Sanatorium, it was a tribute to the memory of this great Pole, a patriot and a writer¹⁴.

Therapeutic profile: Sanatorium offers primarily treatment within the scope of movement disorders such as: rheumatoid arthritis, ankylosing spondylitis, osteoarthritis, slipped discs, post-operative conditions of slipped disc, nervous system diseases and some woman’s diseases.

Website: <http://rafal.busko.com.pl>



The name of place: Sanatorium „Willa Zielona” – belongs to the “Busko-Zdrój Spa” Company Ltd.

Number of beds: 33

History: Sanatorium „Willa Zielona” is located in the pre-war villa connected with the local resort. In 1995, the sanatorium was rebuilt and now faithfully resembles the same building before the outbreak of war. The „Willa Zielona” is a wooden building with terraces, arcades, verandas and decorative towers with a rich carpentry work and also architectural and sculptural decoration.

14 <http://rafal.busko.com.pl>

Therapeutic profile: Sanatorium has spa facilities which are concentrated on: typical massage, Tens currents, Trebert currents, Diadynamics, Galvanization. „Willa Zielona” also offers beauty care and relaxing face and body massage. Wellness Studio is highly regarded among patients.

Website: <http://www.uzdrowiskobusko.pl>



The name of place: Sanatorium „Mikołaj” – belongs to „Busko-Zdrój Spa” Company Ltd.

Number of beds: 88

History: The building, in which there is “Mikołaj” Sanatorium, was designed by Jakub Gay and it was built in 1837. It was a gift for the spa visitors from the Tsar Nicholas I. This is one of the many spa facilities located in the resort complex „Busko-Zdrój Spa” Company Ltd.

Therapeutic profile: Sanatorium is in possession of its own spa facilities that offer several types of treatments. The Sanatorium „Mikołaj” offers treatments in: physiotherapy, kinesiotherapy, balneotherapy, hydrotherapy and massage.

Website: <http://www.uzdrowiskobusko.pl>



The name of place: Sanatorium „Astoria”.

Number of beds: 120

History: Sanatorium „Astoria” is a new building and it has operated since 2003. In 2006, a new wing was built to the previous one.

Therapeutic profile: Sanatorium „Astoria” offers sulphide, peloid and carbonic acid baths, mud wrappings and baths with a special ozone mat. The sulphide water is used for the balneotherapy. It comes from the Zuzanna spring which is located in the Winiarski forest - about 5 km on the northwest from the resort area of Busko-Zdrój and pumped out from 135.5 m-157.0 m. The water here is a crystal clear and mineral-rich. The amount of dissolved minerals is 12 700 mg / l and the content of hydrogen sulphide is [H₂S] 42 mg / l.

Website: <http://astoria.tbu.pl>





The name of place: Sanatorium & Guest house „Zbyszko”

Number of beds: 93

History: Sanatorium & Guest house „Zbyszko” was ready to use in 2008. It consists of two guest houses: „Willa Zbyszko” (was created by the connection of two old guest houses after a major renovation in 2006) and „Willa Ormuzd” (consisting of two buildings “Willa Maciej” and “Willa Ormuzd”) which were connected in 2010 and now compose one large building.

Therapeutic profile: Sanatorium and Guest House “Zbyszko” offers treatment concerning orthopedic diseases, movement disorders, dysfunctions of the motoric system, neurological and rheumatological disorders and skin diseases. Beauty parlour specializes in a modern cosmetic care and spa treatments.

Website: <http://sanatoriumzbyszko.pl>



The name of place: Willa „Natura”

Number of beds: 22

History: The origin of Willa „Natura” dates back to 1990 and it is the year when the Sanatorium of Spine Degeneracy, Movement Disorders and Skin Disease „NATURA” has started its activity in Busko-Zdrój. In the years 1993 – 2005 Sanatorium operated in Kielce, but returned to Busko under its current name.

Therapeutic profile: The Willa “Natura” specializes in an individual motion therapy and in the programmes of removing beauty and body defects. The key treatment is the rehabilitation of muscular dystrophy which is the main cause of degenerative changes and back pain syndromes as well as the rehabilitation of people with benign hypermobility joint syndrome.

Website: <http://www.natura.med.pl>



2.5. The most important spa infrastructure – Solec-Zdrój



The name of place: Sanatorium "Jasna"- owned by Solec-Zdrój Resort Company Ltd.

Number of beds: 79

History: Sanatorium was built in 1910 and it was designed by J. Heurich. The Spa operated until the mid-twentieth century, as a guest house for patients. In the period People's Republic of Poland, another floor was built on the old building irreversibly changing the architectural work of J. Heurich and depriving its interior of the natural light. The shape of windows and balconies and some details of exterior decoration of the guest house resembles the history of the architecture.

Therapeutic profile: Spa services are particularly suitable for the elderly, the disabled and people with mental disabilities and with respiratory diseases. The sanatorium treats many disease including sexually transmitted infections, skin infections, acute and chronic rheumatic diseases, chronic heart diseases and skin diseases relating to radiation.

Website: <http://www.uzdrowiskosolec.pl>



The name of place: Sanatorium "Świt"- spa is owned by Solec-Zdrój Resort Company Ltd.

Number of beds: 94

History: Sanatorium was built in 1918. It consisted of a large hall, ballroom, restaurant and dance club with the kitchen facilities. There were the reading room, billiard and 24 rooms for patients. During the Second World War, the Germans took over the building. First it was used as German barracks and then a storage of bulk materials. In the mid-twentieth century, the building was rebuilt increasing the part of hotel, consulting rooms and administrative facilities.

Therapeutic profile: In the "Świt" sanatorium many treatments are performed including balneological and physical medicine, dermatology and venereology, medical rehabilitation and rheumatology.

Website: <http://www.uzdrowiskosolec.pl>





The name of place: Villa "Prus" owned by Solec-Zdrój Spa Ltd.

Number of beds: 23

History: The building was built in 1910 and its name comes from the family coat of arms Daniewski- "Prus II". Villa was a family residence. The rooms on the first floor were used for well-known "bathing" visitors. In August 1944, the building was occupied by the German headquarters. During the Second World War, it was vastly destroyed. After ending the war, the original owners lived only in the undamaged wing, by the time the building was nationalized by the state.

Therapeutic profile: The building is public-oriented both "bathing" visitors and employees.

Website: <http://www.uzdrowiskosolec.pl>



The name of place: Villa "Irena"- owned by Solec-Zdrój Resort Company Ltd.

Number of beds: 7

History: The villa was built in 1911. Its name was taken from the name of Włodzimierz Daniewski's wife. At first the building was the seat of the resort owners. Since then only the appearance of interior has changed. It was destroyed by a long-term service. An inherent image of resort is an enormous magnolia plant reaching above the roof, which is currently a symbol of Solec-Zdrój.

Therapeutic profile: -

Website: <http://www.uzdrowiskosolec.pl>



The name of place: Rehabilitation Centre "Malinowy Zdrój".

Number of beds: 195

History: The rehabilitation Centre "Malinowy Zdrój" began its activity in 2005. The founder of the Centre is the "Malinowy Zdrój" Company Ltd. Its name as well as name of the hotel, Medical& Spa and Rehabilitation Centre, comes from the source of healing sulphide water called "raspberry".

Therapeutic profile: The Rehabilitation Centre “Malinowy Zdrój” deals with many afflictions such as degenerative hip, knee, spine and rheumatoid arthritis, ankylosing spondylitis, disc disease, fibromyalgia, osteoporosis, diseases of the lower limbs, skin diseases (psoriasis, seborrhea, scars after surgery and after burns), neurological disorders (sciatica and shoulder, paresis), diabetic complications (angiopathy, neuropathy), post traumatic locomotive system (fractures, sprains, sports injuries, „tennis elbow”, „painful shoulder”) and vegetative neurosis.

In 2010, the “Raspberry Spring Medical Spa” has been recognized as the best health spa in Poland. It has a quality certificate of Medical Wellness and provides a variety of cosmetic and rehabilitation treatment as well as sports and recreation. The treatment uses the most concentrated sulphide water, drawn from their own borehole called “raspberry”.

Website: www.malinowyzdroj.pl



The name of place: “Solanna” Guest House

Number of beds: 42

History: “Solanna” Spa was opened in December 2006 and it belongs to Andrew Glejzer. Its name comes from the name of the village Solec-Zdroj and the owner’s wife - Anna.

Therapeutic profile: The medication in “Solanna Spa” in Solec-Zdroj includes: rheumatoid arthritis, ankylosing spondylitis, post-surgery limb joints and spine, gout, osteoarthritis, musculoskeletal disorder, post-traumatic soft tissue, joints and bones, post orthopedic surgery osteoarthritis, sciatica syndrome and brachial plexus, conditions after spinal injury, psoriasis, atopic dermatitis.

Website: www.solanna.com.pl



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3. Determinants of health resorts development in Świętokrzyskie region

3.1. Statistical lifetime growth –the process of population ageing

The process of population ageing, which is the result of human lifetime growth as well as drop of a birth number, may cause concerns of people responsible for retirement reform. However, from health resorts' point of view that process should be rather treated as a possibility of development. Currently, the number of people in their sixties in the world is estimated for about 670 millions, but in 2050 – due to two percent of annual population growth rate of the elderly, it will raise up to 2 billion.

Nowadays, a number of the elderly living in highly developed countries constitutes 1/5 of the whole population, but in a year 2050 that number will raise up to 1/3 . Ageing is both a result and a cause of significant changes in a human life – biological, psychological, social or economic. Those changes determine needs and motivations of the elderly. Seniors are more willing to invest their savings in their own health in order to keep their physical and mental activity much longer.

3.2. The growing demand for health care, recreation, leisure and wellness

Promoted healthy lifestyles and increasing public awareness in this area in conjunction with the enrichment of society encourages people to spend more and more money on active leisure, recreation and wellness. Despite huge advances in medicine, the number of diseases is not decreasing, but the society is still ageing and therefore there are many diseases associated with this process. Different types of facilities connected with the progress of civilization largely confine the movement which is a very important factor for human health. Lower level of physical activity, fundamental nutrition errors, lack of rest, living in constant stress and abnormally fast pace made up for getting worse health outcomes. Hence, there are demands for therapeutics, particularly rehabilitation.

A specific target group for spas consists of young, active and affluent people from the business circles. While using the spa offer, they expect a rapid recuperation, „recharging the batteries” and reducing the stress connected with everyday life. While developing an offer of the health resort, it is worth noticing that wealthy and demanding customers are looking for a high quality service combined with an active recreation. An excellent example of such offer is a modern and exclusive SPA hotel with rehabilitation and biological restoration centre called the Malinowy Zdrój in Solec - Zdrój.

3.3. Providing services with the use of natural health resources

Natural balneological materials, which are used in the medical services, are the great potential of the Świętokrzyskie spas. Busko-Zdrój is famous for its rare sulphide water with iodine and selenium. In Solec there are valuable water chloride - sulphate - sodium and chloride - sodium. Medical treatments offered in regional spas are based on the natural wealth of the region and the most important of these include:

- Sulphide baths - based on the biological active sulfur compounds,
- Peloid baths and wraps – using water with peloid suspension,
- Iodine and bromine baths - based on iodine-bromide water rich in minerals and micronutrients such as sodium, potassium, magnesium, selenium, iron, and others,
- Carbonic acid baths - taking place in a mixture of water with the anhydride of carbonic acid,
- Brine and iodine baths – based on healing brine water containing chloride and sodium ions in a concentration over 1,5 % as well as iodine ions, potassium, bromide, calcium, magnesium.

Natural resources are also used in pump rooms, and graduation tower located in Busko-Zdrój. Graduation tower acts as a natural iodine inhalation room and creates a unique microclimate with healing properties close to the seaside one.

3.4. Health resorts microclimate

Environmental factors such as climate and microclimate of the place and weather conditions supporting the whole therapy play an important role in the spa treatment .

Świętokrzyskie health resorts are located in the southern part of the region, called the Nida Basin. The local climate is temperate and settled without any unexpected changes in temperature, with low humidity and a relatively large number of sunny days per year . These areas are well-known because of a peaceful character and no pollution, which is a result of their location outside the big cities and major industrial centres. Therefore, it is an ideal place for relaxation and recuperation for both sick and stressed people. Such climate is very important for the proper treatment of many diseases, especially for people with a weak immune system.

Undoubtedly, an additional advantage is the local natural landscape, co-created by nature reserves, gorges, steppe vegetation and trails.

3.5. The purity of environment

A clean environment is a great advantage of Busko county. The area, which is covered by different forms of nature conservation and the landscape, is 89 580 ha. It is 92.6% of the total area of the county. Natural and landscape values, valuable resources and curative mineral waters - which is the primary advantage of spa, a variety of fauna and flora (the presence of protected species), a low level of environment degradation (clean water and soil, unpolluted air), high degree of surface retention and a low level of industrialization of the district are considered as the most favourable aspects of the regional environment.

The Świętokrzyskie communes as an unpolluted health resort districts, with a constant attention to their conditions and European standards, create an enormous and extraordinary potential for the provision of high quality services in medical and spa activity.

Local authorities are aware of the wealth of the district, which can be seen in the implementation of the following projects within the scope of conservation: "An arrangement of water and sewage pipes in the City and District of Busko-Zdrój" (total project value 128 891 149,00 PLN), "Expansion and reconstruction of water supply system of Solec - Zdroj and Pacanów" (total value: 35 616 645.00 PLN).

3.6. Healing natural resources

Świętokrzyskie health resorts are famous for their unique and valued mineral deposits. Busko Zdrój Spa is one of the most well-known balneological resorts in the world. Natural resources, such as water sulphide, iodine-bromide salt and mud, can effectively treat musculoskeletal disease, peripheral nervous system, rheumatoid arthritis and cardiovascular and skin problems.

There are a few springs of healing water at the Busko-Zdrój Spa, used for the treatment of diseases mentioned above. These include:

- Currently unexploited sources of Alexander, Andrew and Peter,
- Springs with an exploitation of 350 m³/day, such as: No. 8b - Michael (healing mineral water with 1.4% of sodium chloride, sulphide-iodide), No. 13 - Anna (healing mineral water with 1.3% of chloride and sodium, sulphide-iodide), 16a - Wiesława (healing mineral water with 1.4% of sodium and chloride, sulphide-iodide), No. 17 - Ignatius (healing mineral water with 1.5% of sodium chloride, sulphide-iodide),
- Springs with an exploitation of 25.2 m³/day, such as: No17 - Henry (healing mineral water with 2.3% of sodium chloride (saline), sulphide, iodide, fluoride, ferric), No. 19-Margaret (healing mineral water with 7.1% of sodium chloride (saline), iodide, ferric),

In the Solec-Zdrój town several diseases are treated with the healing waters of chloride, sodium and sulphate, sulphide and sodium chloride, iodide and bromide. These are connected with mobility disorders, rheumatological, neurological, dermatological and orthopedic- trauma problems as well as osteoporosis. Solec-Zdrój uses four springs with a different characteristics of healing minerals. They include:

- Solec pit (healing mineral water with 1.99% of sodium chloride, sulphide, iodide), for which operational resources were established for 0.456 m³/h,
- Springs with exploitation of 0.5 m³/h, such as: Solec 2-Charles (healing mineral water with 2.0% of sodium chloride, sulphide, iodide), Solec 2B (healing mineral water with 1.55% of sodium chloride, sulphide, iodide),
- Raspberry Spring (healing mineral water with 3.97% of sodium chloride, sulphide, iodide), which has a resource exploitation to 3.0 m³/h.

3.7. Creating a new healthy lifestyle

The progress of civilization, in particular its pace, creates many dangers for the physical and mental health. A lower level of physical activity, fundamental nutrition errors, lack of rest, living in a constant stress and abnormally fast pace have a bad influence on public health condition. Many health resorts have emerged in order to help us to regain our vitality. Resorts are increasingly being visited not only by patients conducted by specialist from health centers, but also people who want to relax and improve their health through physical activity, a variety of relaxing treatments or regeneration, as well as a simple change of the surroundings, which have soothing effect on the human body. Healthy lifestyle trend significantly promoted in the mass media should be a „grist to the mill” for such resorts. It seems that the Świętokrzyskie spas see a chance of attracting the customers who care about their health. Facing the civilization diseases, health resorts are introducing more and more effective methods of disease prevention and treatment which smooth their symptoms over. Guided by two main principles of healthy lifestyle, which is the principle of physical activity and rest, spas are expanding their range of treatment in various areas. Spas are increasingly practicing a Nordic Walking, which naturally regenerates the body's vitality by coordinating movement of the upper and lower limbs with the assistance of an ideal climate.

Some kind of fashion for being healthy can be observed recently. Therefore, there is trend for treatments and widely understood spa services. This relatively new field, widely popularized by the media, is reflected also in tourism. Part of the tourist offers are precisely addressed to those who are looking for rest and relaxation and taking care of their physical condition. Fashion for SPA is closely associated with progressive deterioration of the environment, and therefore less and less healthy lifestyle and the fast pace of everyday life. Hectic, stressed and overworked society needs to relax and improve its vitality. It creates the ground and the foundation for the business and tourism relating to Wellness and SPA.

3.8. Development of the healing base

A wide healing base of the Świętokrzyskie health resorts are presented in the Chapter 2 thereof. Health resorts of this region are mostly equipped with modern and diagnostic facilities creating conditions for effective and complex treatment.



Densitometry

The spa visitors may worry about the condition of some resort facilities that, due to the passage of time, need be modernized.

Health resorts and local government discern the need for modernization and development of medical database. A good example of this is the advancement of many projects which have been developed and implemented in recent years. These include: *"The construction of a new building and modernization of dining hall in the Hospital Spa "Krystyna", modernization of the building "C" and an extension of one tier to the Hospital Spa "Krystyna", modernization of the operating theater and computerization of the Children's Hospital "Górka" in Busko-Zdrój, an extension of the Sanatorium "Włókniarz" in Busko-Zdrój, the building no.1 in the Military Spa Hospital no 21 in Busko-Zdrój.*



Sanatorium „Oblęgorek”



„Krystyna” Spa Apartments

3.9. Health tourism and its management

Generally speaking, the health tourism and its management are adjusted to the needs of tourists movement and recreation. Both health resorts have rich catering and accommodation facilities. They also have excellent conditions for the development of hiking: hiking trails (red trail- from Busko to Solec - Zdrój, green trail- Busko, Stopnica, Solec-Zdrój, Nowy Korczyn, Wiślica, blue trail - Pińczów, Grochowiska, Welecz, Skorocice, Wiślica).



Corn popies in the area of Solec-Zdrój

Busko-Zdrój and Solec –Zdrój are not only ones of the oldest and well-established brands of Polish resorts, but also they are villages where, step by step, you can find worth seeing traces of the past. The most important relics in those places and its surroundings are:

- The spa park at Busko-Zdrój,
- The House of Jan Długosz,
- The Manor house in Radzanów,
- The Belfry in Wiślica,
- The Chapel Spa of Saint Anna,
- Museum of Busko region,

- Church of Saint Nicholas,
- Church in Świniary,
- Palace in Zborów,
- Manor house in Kików,
- The ruins of Kazimierz Wielki castle,
- A complex of Francesco order sponsored by the foundation of Bolesław V the Chaste, the Shy and his wife- Saint Kinga of Poland and the gothic church of Saint Stanisław.



The Palace in Zborów

Enthusiasts of outdoor activities can enjoy a new bicycle paths such as Busko-Welecz-Kameduły came into use in 2009 as well as mini-golf, horse riding, Nida canoeing, swimming and playing fields.

3.10. Quality of service and hospitality

In the field of tourism hospitality and service quality are of great importance. The main factors determining the level of service quality are: reliability and professionalism of service, the level of performance and condition of the facility; the quantity, quality and modernity of equipment; selection, qualification and behaviour and attitude of the staff; functional and organizational solutions as well as individual approach to the customer.

A tourist or “bathing” visitor expects a lot of attention and understanding of his fancies, and, most of all, smiles and signs of affection and joy from the fact of being in sanatorium or the guest house. Justifiably, a family atmosphere is also very important. A smile does not cost anything, but for the sake of spa tourism development, it can be priceless to build the image of „Busko or Solec hospitality”.

3.11. Collaboration of local government units, enterprises and universities

Due to the diversity of phenomenon and questions of tourism its development is very complicated. Many of the tasks and activities, which have direct or indirect influence on the development of tourism, are placed in the responsibility of the various levels of national or local government and agencies. To provide a multi-dimensional development of spa tourism mutual cooperation of the local entities is required. Cooperation of the different health resorts is needed, for example, within the Health and Tourism Cluster „Health resorts- Pearls of the Eastern Polish”, governmental co-operation with the local resorts; spas cooperation with health units, the research and development units and universities (the Świętokrzyskie Oncology Center, Regional Hospital, Regional Centre for Innovation and Technology Transfer, Regional Centre for Science and Technology, The Jan Kochanowski University etc.).

3.12. Creating fashion for the place - „a well-spent weekend”

Creating the fashion, both at home and abroad, for Busko-Zdrój and Solec-Zdrój may significantly influence on the development of regional health resorts. A regular event, called the International Music Festival of Krystyna Jamróz, helps well to create the image of Busko- Zdrój as an interesting place. It gathers well-known Polish and foreign musicians, conductors and singers. The event begins in early summer the turn of June and July every year. The program includes symphonic concerts, chamber music, recitals, masterclasses, opera, operettas, oratorios and other soft music. Other events also have a great impact on the creation of Busko-Zdrój and Solec-Zdrój popularity. They are: the International Folklore Busko Meetings, the International Festival „Jeunesses Musicales” held in Kielce, Jędrzejów and Busko-Zdrój and the “Summer with Chopin” organized by the „Marconi” Spa centre.

3.13. Development of brand tourist products

A tourist product is a complex one and, therefore, defined in various ways. Andrew Rapacz defines tourist product as „a whole set of goods and services that enable tourists to come to the places rich with tourist attractions, stay there and use them.”

The current state of development of tourist products and the level of demand lead to conclusion that the spa stays are the leading product of Busko-Zdrój and Solec-Zdrój municipalities. As the complementary products we can recognize: summer holiday, camps, sport and cultural events and rural tourism. However weekend stays, tourism conference, wandering tourist routes belong to a category of potential products. There is a huge demand for creation of new tourist product¹⁵. Potential new tourist products may become available now in the Hotel “Raspberry” Spa e.g. Packages SPA „4 - days Active Package - for active people”, „Spine in need – a therapeutic package” or „A good night’s sleep - 6 days package for insomniacs”.

3.14. Promotion of tourism brands

As an old saying goes „Advertising is the trade leverage”. It has been working impeccably for hundreds of years and the effects of it we can feel in almost every aspect of our life. In particular, preparation and then the effective implementation of promotional program are very important for the development of tourism. The program should provide for a broad cooperation between communities and health resorts, such as a cooperative participation in trade fairs, domestic and foreign exhibitions, or combined promotional publications¹⁶.

To promote the tourist attractions of the Busko county, it is very important to use projects based on UE funds. “At full power of sources” project - tourism promotion campaign of the Nida municipalities: New Korczyn, Pacanów, Solec-Zdrój, Stopnica and Wiślica or promotional campaign of Busko City and its surroundings and the establishment of the tourist information center.

15 G. Lasak, Heath resorts as a local and regional development-changes and barriers exemplified by świętokrzyskie spas in modern trends of its functioning - cluster, editing by J. Hermaniuk, J. Krupa, Rzeszów 2010, p. 121

16 ibidem

4. The results of the research

4.1. Characteristics of the research sample

The study was carried out on a representative sample of 407 people aged over 18 years of age. The sample was completely at random selection. Hereunder, there are the most important information about the sample.

Table 4. Characteristics of the research sample - gender

Gender	%
Female	64,5
Male	35,5

Table 5. Characteristics of the research sample – place of residence

Province	%
Dolnośląskie	2
Kujawsko – pomorskie	2
Lubelskie	2
Lubuskie	0
Łódzkie	9
Małopolskie	7
Mazowieckie	24
Opolskie	2
Podkarpackie	6
Podlaskie	3
Pomorskie	1
Śląskie	12
Świętokrzyskie	26
Warmińsko – mazurskie	2
Wielkopolskie	3
Zachodniopomorskie	1

Table 6. Characteristics of the research sample - age

Age	%
20 – 35 years	4
35 – 45 years	9
45 - 60 years	50
60 – 75 years	32
Above 75 years	5

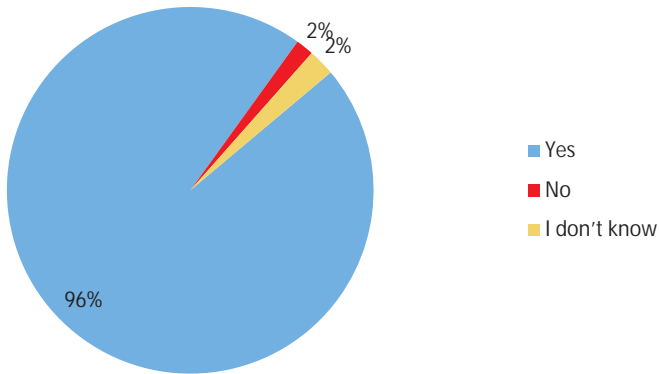
Table 7. Characteristics of the research sample – source of the stay/travel funding

Source of stay / travel funding	%
Own funds	32
Endowment from National Health Fund, Social Insurance Institution	65
Other	3

4.2. The patients' perception of health resorts in the Świętokrzyskie Province

One of the most important information arising from the study is undoubtedly the fact that over 96% of spa visitors who completed surveys state that they wish to re-apply for our spa centres and return to the Świętokrzyskie region.

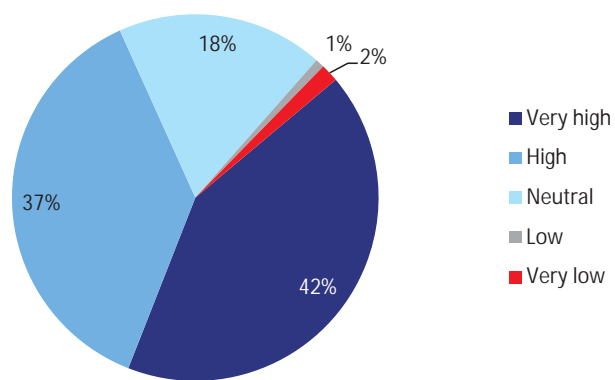
Chart 3. Would you like to come to the świętokrzyskie spa centre once again?



Data source: A study based on data from the survey

At the same time respondents highly appreciated the attractiveness of spas in the świętokrzyskie provinces. Almost 80% of respondents consider them to be attractive.

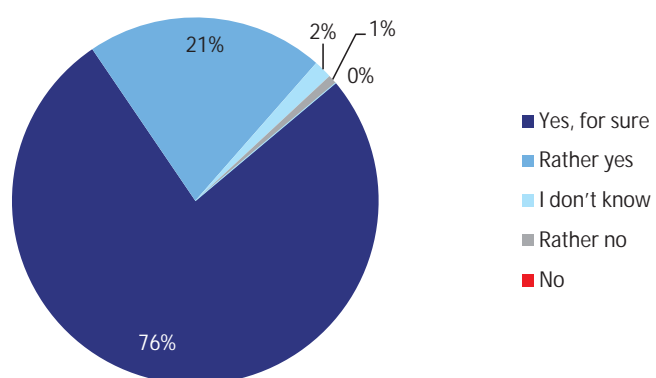
Chart 4. How do you assess the attractiveness of the świętokrzyskie spa centres?



Data source: A study based on data from the survey

Most of the people, virtually involved in the study, see the Świętokrzyskie region as an attractive tourist place concerning health tourism. 76% of respondents, in answer to the question whether the region can be an interesting place for health tourism, said “definitely yes”, 21% „rather yes”, and only 1% said “rather not”. 2% of respondents had no opinion on this matter.

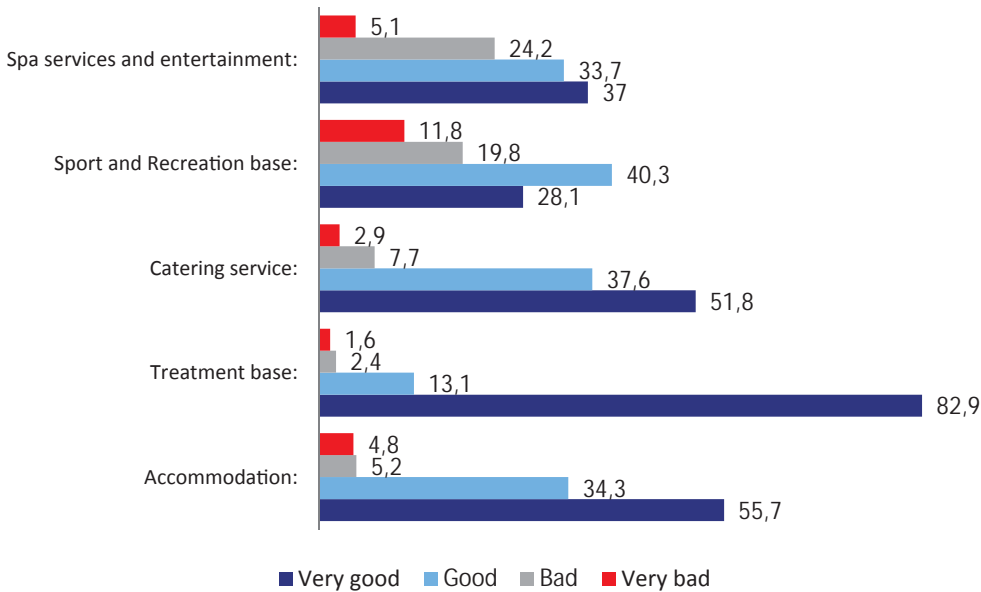
Chart 5. Do you think the Świętokrzyskie region can be an interesting place where the main goal is health tourism, e.g. concerning the stays in spa centres, health farms or type of wellness?



Data source: A study based on data from the survey

In the survey spa visitors were asked about the evaluation of spa services and databases. Respondents could evaluate it in four categories: very good, good, bad and very bad. The best treatment base was measured up to 82.9% with “very good” responses and 13.1% as a “good”. An accommodation and catering were also highly prized- the former 55.7% very good, 34.3% good and the latter 51.8% very good, 37.6% good and 7.7% bad. The assessment of sport and recreation was slightly worse- 28.1% of responses was as a very good, 40.3% - good, but 19.8% bad and 11.8% very bad. Services and social events connecting with the stay were also estimated rather very low- 37 % - very good, 33.7% - good, 24.2% bad, 5.1 - very bad.

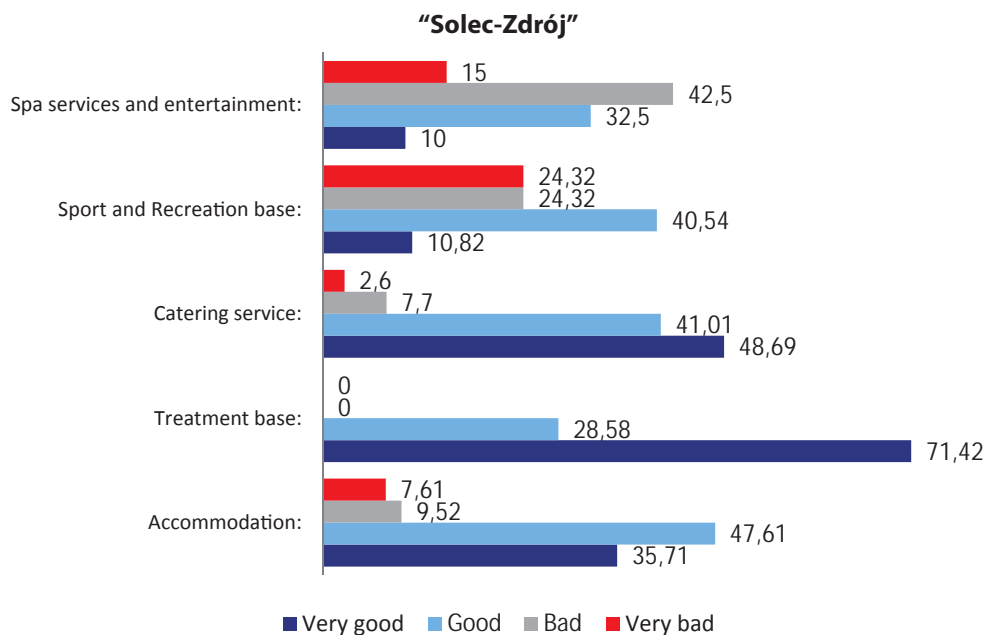
Chart 6. How do you assess goods and services in the świętokrzyskie spa centres (%)?



Data source: A study based on data from the survey

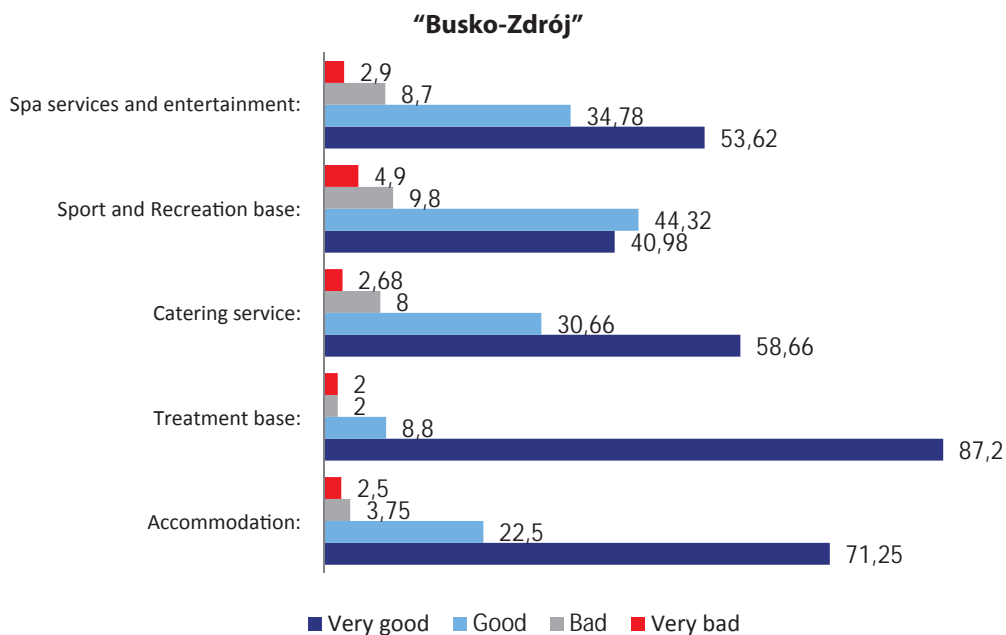
With regard to the comparison and evaluation of the service and spa database in two resorts of the region, it is shown that spa visitors from Busko-Zdrój – evaluated service and entertainment: definitely better than ones from Solec-Zdrój: in Busko-Zdrój 53.62% of responses was “very good”, 34.78 % “good”, while in Solec-Zdrój 42.5% was “bad” and 15% “very bad”. Sport and recreation facilities was in Busko-Zdrój was - very good 40.98% and 44.32% good, in Solec Zdrój: 10.82% was indicated as a very good and 40.54% as a good. Both Busko-Zdrój and Solec-Zdrój excellently stack up in the evaluation of treatment and accommodation, but mostly in the latter one.

Chart 7. How do you assess goods and services in the Świętokrzyskie spa centres (%)?



Data source: A study based on data from the survey

Chart 8. How do you assess goods and services in the Świętokrzyskie spa centres (%)?



Data source: A study based on data from the survey

4.3. The motives for choosing the świętokrzyskie spas' offer

Another area of analysis was to determine patients' motives which encourage them to choose the spas offer from the Świętokrzyskie region. The most important thing for the majority of patients was to improve their health (for 93.3% of the respondents it was very important) and the properties and qualities of medicinal spas (88.8% very important and 11.2% important for respondents). What is more, a medical opinion with the hospital referral was also significant (61.8% very important and 28.9% important for patients).

The most significant factors which lean towards the decision of choosing the spa offer were: an active recreation (17.2% of respondents said "very important" and 65.5% "important"). To a lesser extent respondent's choice was guided not only by opinions of friends and family ("not very important" for 33.3% and "unimportant" for 31,6%), but also by cultural activities offer ("very important"- 37.9%, "unimportant"- 25.9%).

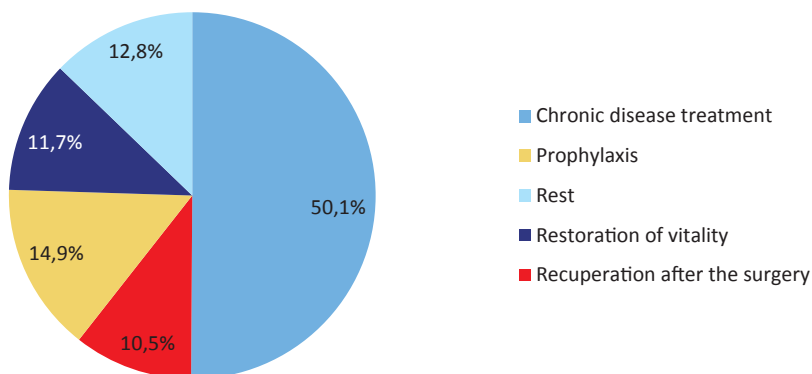
Table 8. Themes leaning towards the choice of świętokrzyskie spas

Themes leaning towards the choice of świętokrzyskie spas							
Value	properties and medicinal qualities	region sightseeing/leisure	friends/family	referral/medical opinion	cultural activity	active recreation	health improvement
Very important	88,8%	12,5%	10,5%	61,8%	15,5%	17,2%	93,3%
Important	11,2%	42,2%	24,6%	28,9%	20,7%	65,5%	6,7%
Not very important	0%	40,6%	33,3%	1,3%	37,9%	10,3%	0%
Unimportant	0%	4,7%	31,6%	7,9%	25,9%	6,9%	0%

Data source: A study based on data from the survey

For the question "What is your main purpose of the medical tourism base", the majority of the respondents (50,1%) indicated treatment of chronic diseases. It is important to point out that almost 40% of the respondents mentioned prophylactic, life force recovery, recreation and therefore one of the factors broadly associated with defined "health concern".

Chart 9. What is your main purpose of the medical tourism base?

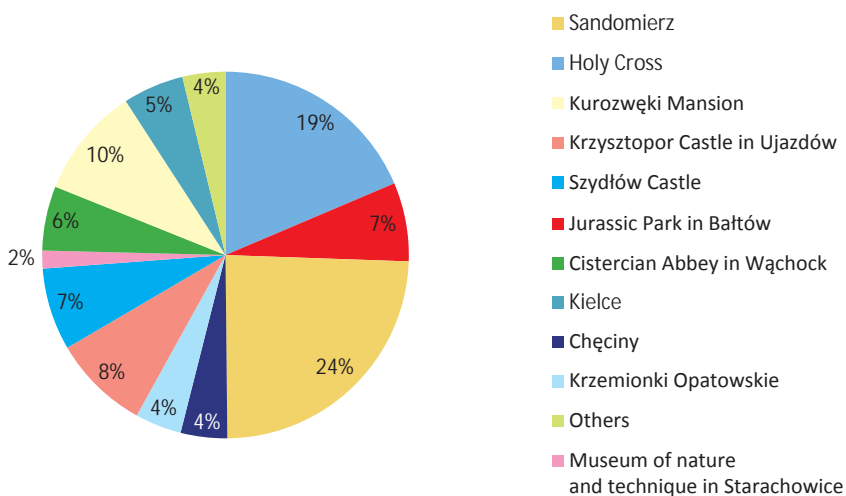


Data source: A study based on data from the survey

4.4. The biggest tourist attractions of the region in the patients' opinion

The study has also checked what is the biggest tourist attraction of the świętokrzyskie region according to spa visitors. Most of them- 24% indicated Sandomierz, 19% "Bare Mountain" and 10% Kurozwęki. Respondents also highly estimated the Krzysztopor Castle in Ujazd (8%), the Szydłów Castle (7%), and Jurassic Park in Bałtów (7%) as a tourist attraction.

Chart 10. According to you, what is the biggest tourist attraction of the świętokrzyskie region?



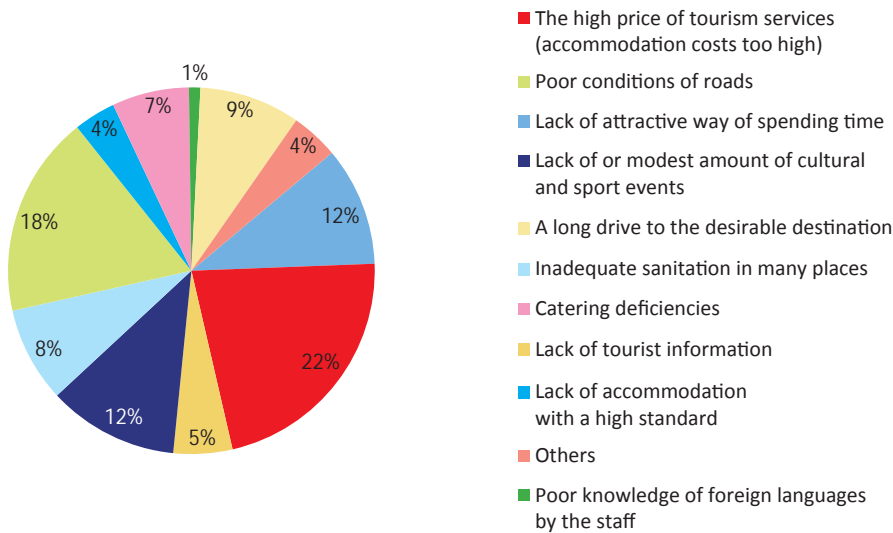
Data source: A study based on data from the survey

At the present time, the spa centres offer trips to many tourist attractions. The Solec Zdrój Spa offers, for example: bus trips to Bochnia, Sandomierz, Wieliczka, Baranów Sandomierski, Łańcut, Kurozwęki, "Paradise Cave", Zalipie, Wiślica, Stopnica and Busko-Zdrój. The "Włókniarz" Sanatorium in Busko-Zdrój organizes guided walking tours around the nearest area and also cooperates with travel agencies which organize trips to Krakow, Wieliczka, Czestochowa etc.

4.5. Shortcomings and deficiencies reducing the satisfaction of stay

The surveys allowed to illustrate the problem of the shortcomings and deficiencies that have an impact on patients' satisfaction of the stay in the świętokrzyskie spa centres. In the study, many factors that may underestimate the competitiveness of our spas were taken into account. A very high price of tourist services, especially accommodation costs, was a leading factor affecting the level of satisfaction of the average spa "bather" - 22% of respondents marked such answer. Patients also complained strongly about the poor condition of regional roads (17.8%). Another factor reducing the satisfaction from spa stay was the lack of or modest amount of cultural activities and sport events (for 11.5% of the respondents) and the lack of attractive ways of spending time (10.5%). Respondents also drew attention to a long drive time to the desirable destination (8.9% of respondents) and inadequate sanitation (8.4%).

Chart 11. Shortcomings and deficiencies reducing the satisfaction of stay



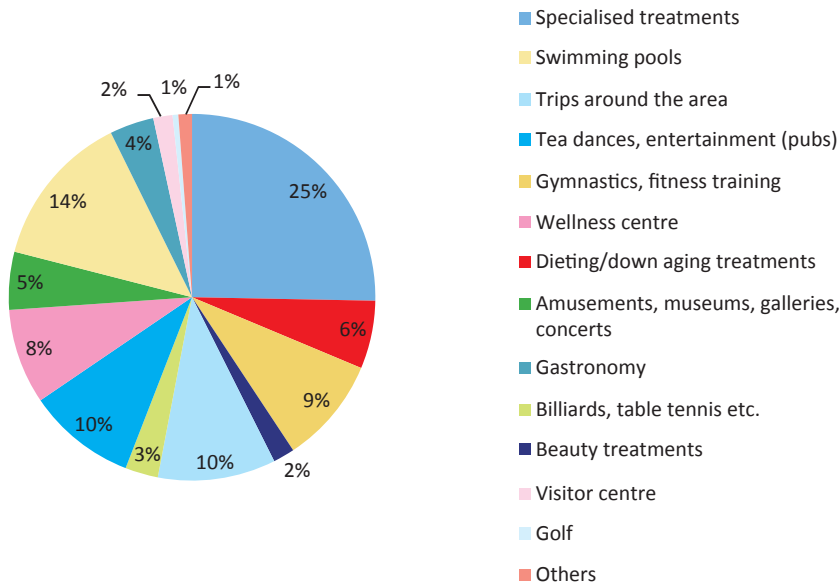
Data source: A study based on data from the survey

For the question “What was missing during the stay and what should be changed”, the answers which appeared in the survey relating to the poor conditions of access, poor signage, lack of parking space and demands for increasing a range of leisure activities after the treatment.

4.6. Spa facilities and additional services

In the course of the study respondents were also asked for indicating what kind of spa facilities and services they are using or they would like to use. 25.3% of respondents said they use or would like to make use of specialized treatments, while 13.7% of respondents want to use swimming pool. The patients also expressed interest in tours around the area - 10.4%, tea dances and other forms of entertainment (pubs, nightclubs) - 9.6%. The active way of spending free time such as gymnastics and fitness training was the important service for 9.4% of respondents, wellness - 8.4% and slimming diet and down aging treatments - 6%.

Chart 12. What kind of spa facilities, offers and services would you like to use?

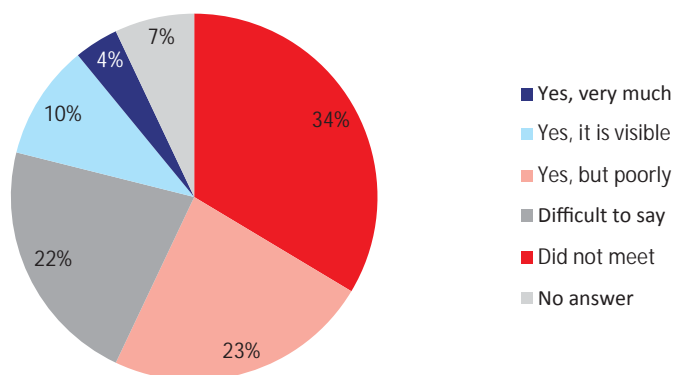


Data source: A study based on data from the survey

4.7. The promotion of spas

The survey was carried out in order to test the effectiveness of promoting values of Busko - Zdrój and Solec Zdroj. The question „Do you think that the promotion of the świętokrzyskie spas is visible in the region?” 34% of respondents answered „did not see”, 23% „yes but poorly”, 22% chose „do not know”. Only 10% of respondents said that the promotion of the świętokrzyskie spas is visible in their regions, and 4% said that this promotion is even more visible. 7% of respondents did not answer this question.

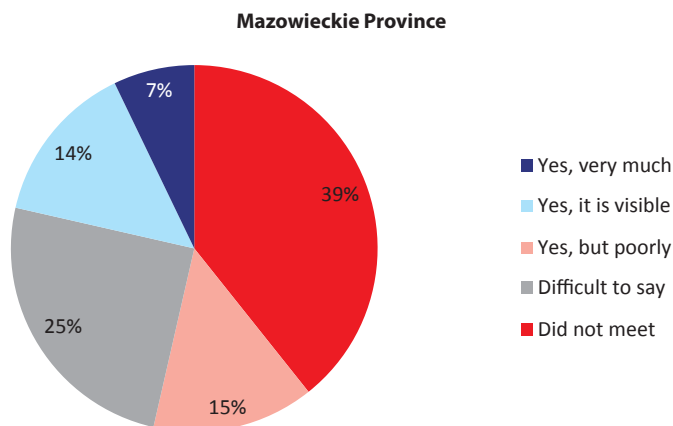
Chart 13. Is the promotion of świętokrzyskie spas visible in your region?



Data source: A study based on data from the survey

The promotion of świętokrzyskie spas can be seen especially visible among respondents who live in the Mazowieckie voivodship. 39% of respondents from this region met with the promotion of Busko - Zdrój and Solec - Zdrój in their region.

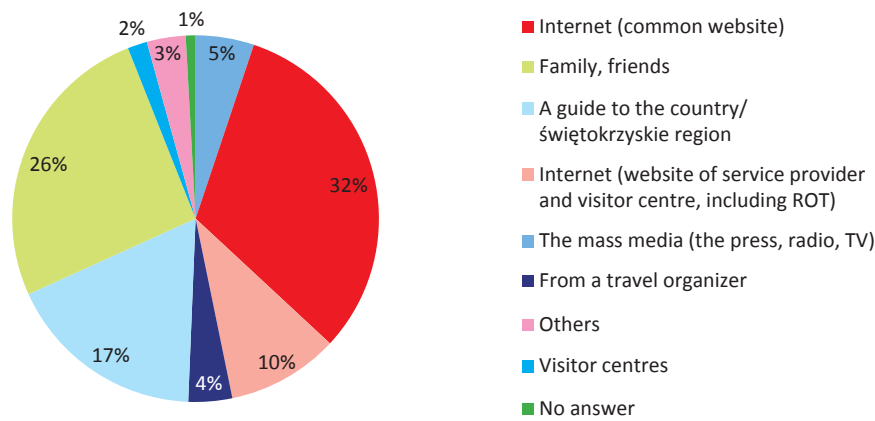
Chart 14. Is the promotion of świętokrzyskie spas visible in your region?



Data source: A study based on data from the survey

One of the main aims of the research was to determine which source of information about the region was used by spa guests before their arrival. By far the internet was the most popular channel of information (42% responses). It turned out that family and friends were also important channel for obtaining information (26%) as well as a guide book about the region (17%).

Chart 15. From what source of information about the region do you use before the trip?

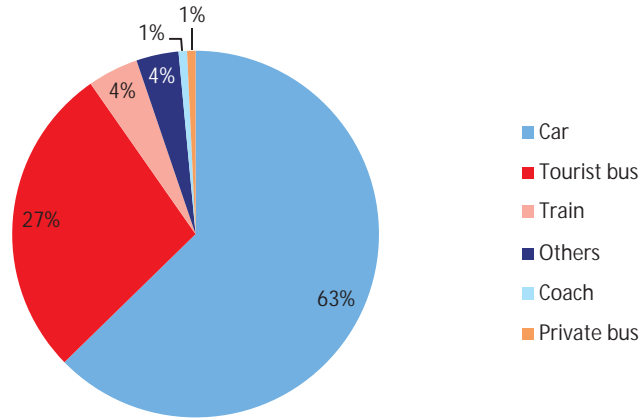


Data source: A study based on data from the survey

4.8. Accommodation and transport

In the research it was also analyzed in what way “spa bather” reaches health resorts from the Świętokrzyskie region. The most popular means of transport were own car (63%) and tourist bus (27%). The rest of respondents also came by train, coach and private bus.

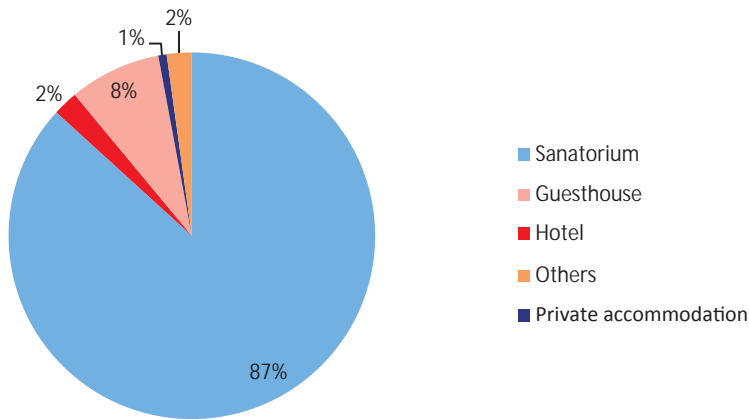
Chart 16. By what means of transport did you arrive to the Świętokrzyskie Province?



Data source: A study based on data from the survey

In terms of accommodation, sanatorium dominates among other places that respondents choose for their stay (87%). We have to bear in mind that survey was carried out mainly in sanatoria, so the results may not be representative. 8% of respondents indicated the guesthouse, 2% of them chose the hotel, 1% - private accommodation.

Chart 17. What kind of accommodation did you use during your stay at the spa?



Data source: A study based on data from the survey

5. The support of regional spa towns based on the European Union structural funds

One of the specific objectives of the study was to analyze the actions taken by local government and spa entities and designed the stay in spa centres in order to make it more attractive stay in the spa centres of Świętokrzyskie Province. In recent years, most of such activities were undertaken on the basis of the European Union structural funds. Thus, the most important initiatives undertaken in different areas in 2004-2006 and 2007 -2013 are presented below.

Table 9. Projects in the field of road infrastructure

No.	Name of the project	Beneficiary	Project value (PLN)
1	Expansion of the provincial road No 776 stretching from the border of Świętokrzyskie region to Busko Zdrój with the renovation of the bridge over the Nida river in Wiślica	the Świętokrzyski Administration of Provincial Roads	109 980 000,00
2	Reconstruction of municipality roads (Żeromski Street, Szkolna Street and Polna St.) in Solec Zdrój	Municipality of Solec Zdrój	327 349,84
3	Reconstruction of county road No. 0030T Skadla-Bronina from km 0+000 to km 8 349 and from 9+076 to 16+456 with 15.729 kilometers long	Busko District	15 085 944,00
4	Reconstruction of county road No. 0130T (15245) Grotniki Małe - Oblekoń - Rataje from km 0 +000 to km 18 475	District Buski	14 915 401,00
5	Reconstruction of county road No. 15213 Stopnica - Solec Zdrój - Zielonki with 11.577 km long	Busko District	5 635 330,23
6	Reconstruction and expansion of municipality roads 1564002 Sułkowice-Piasek M. with 2484m long, 1564069 Piestrzec-Zarzeczce with 379 m 1564071 Piestrzec-Chałupki with 1400m 1564021 Poprzeczna Street with 214m	Municipality Solec-Zdrój	3 064 220,00
7	Reconstruction of roads district No. 15130 (0030T) Skadla - Bronina and No. 15124 (0024T) Chmielnik - Stopnica - Phase I	Busko District	1 988 080,69
8	Construction of local road No. 1564002 on the road Piasek Mały- Kolonia Zagajów in Solec Zdrój	Solec Zdrój municipality	1 909 008,46

Data source: A study based on <http://www.mapadotacji.gov.pl>

Table 10. Projects in the field of conservancy infrastructure

No.	Name of the project	Beneficiary	Project value (PLN)
1	Arrangement of water and sewage system in the City and municipality of Busko-Zdrój	Public Water Authority in Busko-Zdrój	128 891 149,00
2	Expansion and reconstruction of water supply system - Solec-Zdrój District and Pacanów	Solec-Zdrój Municipality	35 616 645,00
3	Construction of water supply system in the villages: Gadawa, Baranów, Kameduły, Zbrodziejce	Busko-Zdrój Municipality	1 068 402,97

Data source: A study based on <http://www.mapadotacji.gov.pl>

Table 11. "Tourist" Projects

No.	Name of the project	Beneficiary	Project value (PLN)
1	Construction of the cycle path along the route Busko - Welecz – Kameduły	Busko-Zdrój Municipality	5 910 807,14
2	Enrichment and promotion of tourist offer Busko-Zdrój Commune by the construction of the cycle path and construction of "inforkiosk"	Busko-Zdrój Municipality	2 100 000,00
3	At full power springs - promotional campaign of tourism in the South Poniżanie Municipalities: Nowy Korczyn, Pacanów, Solec – Zdrój, Stopnica and Wiślica	Association G5	2 161 000,00
4	Promotional campaign of Busko Zdrój District and the creation of tourist information office	Busko-Zdrój Municipality	1 800 000,00
5	Creation of areas for recreation and tourism in Solec Zdrój	Solec-Zdrój Municipality	653 504,53
6	Development of the attractive areas in Siesławice - Task 1	Busko-Zdrój Municipality	663 120,70
7	Modernization and expansion of municipal cultural center and spa parks in Busko Zdrój Commune	Busko-Zdrój Municipality	14 015 704,73

Data source: A study based on <http://www.mapadotacji.gov.pl>

Table 12. Spa Projects

No.	Name of the project	Beneficiary	Project value (PLN)
1	Construction of a new building and modernization of dining hall in the Spa Hospital "Krystyna"	Busko-Zdrój Spa Ltd.	13 199 000,00
2	Modernization of the building „C” and the superstructure of one tier in the Spa Hospital "Krystyna"	Busko-Zdrój Spa Company Ltd.	6 265 000,00
3	Creation of the Świętokrzyskie Spas Information Portal	Rafał Kliś Trading company	244 920,00
4	Equipment purchase for the "Solanna" Guesthouse to improve the competitiveness of company	"Solanna" Guesthouse Andrzej Glejzer	489 491,33
5	Design and implementation of a Quality Management System according to PN-EN ISO 9001	Raspberry Zdrój Company Ltd.	39 994,93
6	Mineral pools complex in Solec-Zdrój	Solec-Zdrój in cooperation with the Hotel Spa Raspberry-Zdrój	19 680 000,00
7	Modernization of the operating theater and computerization of the Children's Hospital „Górka" in Busko Zdrój	Busko-Zdrój Spa Company Ltd.	4 821 801,57
8	Modernization of the building No. 1 w 21 WSzU-R SP ZOZ in Busko-Zdrój	21 Military Hospital of Rehabilitation and Treatment (WSzU-R SP ZOZ) in Busko-Zdrój	2 223 610,43
9	Extension of the "Włóknierz" Sanatorium in Busko-Zdrój	Federation of Independent Self-Governing Trade Union of Light Industry in Łódź	7 030 628,00

Data source: A study based on <http://www.mapadotacji.gov.pl>

The most important initiatives in the field of road infrastructure pointed out by the respondents were: a project called *"The expansion of the provincial road No 776 stretching from the border of Świętokrzyskie region to Busko-Zdrój with the renovation of the bridge over the Nida river in Wiślica* (project value over PLN 109 million) and, within the scope of environmental infrastructure, two major projects: *"The arrangement of water and sewage system in the City and municipalities of Busko-Zdrój"* (total value of over PLN 128 million) and *"The expansion and reconstruction of water supply system in Solec-Zdrój and Pacanów"* (total project value of over 35 million PLN).

A significant support for spa infrastructure has been planned in several Actions of the Regional Operational Programme in Świętokrzyskie Province for 2007-2013. Two major projects of Busko-Zdrój Spas Ltd. are implemented in 2007-2013: *'Construction of a new building and modernization of dining hall in the Spa Hospital "Krystyna" and Modernization of the building "C" and the superstructure of one tier in the Spa Hospital "Krystyna" as well as the project: "The expansion of the Sanatorium "Włókniarz" in Busko Zdrój*'. The beneficiary of that project is the Federation of Independent Trade Unions of Municipal Light Industry and Private Health Care Sanatorium „Włókniarz” (the total value of the project - 7 million PLN).

Hotel - Spa *"Malinowy Zdrój"*, together with local municipalities Solec – Zdrój, carries a large and interesting *Building Complex project of mineral pools in Solec - Zdrój* (the total value of the project - 19.6 million PLN).

As can be seen from the examples above, local governments are skillfully exploiting the EU funds, directing them in order to support the development of spa facilities, ecological municipal infrastructure, tourism, recreation and sport. What is more, it should be noted that promotional projects are particularly important for the development of spa tourism.

6. Summary

The main objective of the study was to analyze the condition of Świętokrzyskie spas in the context of development of health tourism in regional smart specialization. The results show that the Świętokrzyskie Spa centres have dormant potential and it is worth thinking about them in terms of a potential base for smart specialization in the region.

One of the most important information that comes from the research is undoubtedly the fact that over 96% of spa respondents declared their willingness to re-apply for our spa and return to the Świętokrzyskie region. Nearly 80% of respondents think the Świętokrzyskie spa centres is an appealing area, and 76% of respondents found that the Świętokrzyskie region can be an interesting place for the health tourism. Almost 40% of respondents as a reason of their visit enumerated: prophylactic measures, restoration of vitality and relaxation.

In the study spas' treatment base was highly prized (82.9% of opinions were "very good", 13.1% "good") as well as accommodation (55.7% - "very good", 34.3% - "good") and catering (51.8% - "very good", 37.6% - "good"). The respondents indicated things that still need to be improved a sport and recreation base (19.8% of respondents chose the answer "bad" and 11.8% - "very bad"), services and events associated with the stay (24.2% answers was "bad", 5.1% - "very bad").

In the opinion of the respondents, the poor conditions of all roads, a lack of attractive leisure activities and a small number of cultural and sport events have negative impact on the image of Spas.

Among the biggest attractions of the region spa visitors often enumerated Sandomierz (24%), "Bare Mountain" (19%) and Kurozwęki (10%). They also listed the Castles in Ujazd and Szydłów and the Jurassic Park in Bałtów. This data may be crucial in the context of changes in the existing functions of spas and the transition from treatment to recreation as well as spa tourism and a further spa development based on sport, recreation and culture.

There is a disturbing conclusion that one can draw analysing the results of the study. It is a weak effectiveness of the promotion of Busko-Zdrój and Solec-Zdrój regions. In research respondents were asked about Świętokrzyskie Spas promotion in their region of residence. Almost 34% of them said that they did not come across such promotion. Only 10% of respondents said that the promotion of świętokrzyskie health resorts is visible in their regions, and 4% of them claimed that the promotion was very visible.

The results of the study confirm that developed spa function of Busko- Zdrój and Solec- Zdrój composes the potential for the improvement of health tourism in the Świętokrzyskie region. The development of regional smart specialization based on the potential of świętokrzyskie spas requires however a broad attitude and the development of specialization based on the network links and partnership. The developmental potential of various sectors in the context of „medical tourism” specialization as well as links with other sectors are shown in the following table:

Table 13. The developmental potential of various sectors in the context of “medical tourism” specialization and links with other sectors

Sector	„Medical Tourism”				
	Supply chain	Connection within the scope of tools and activity methods	Complementarity	Connections of the location	Connections in the business sector
Treatment and recreation services	X	X	X	X	X
Diagnosis and treatment services	X	X	X	X	X
SPA&Wellness services	X	X	X		X
Accommodation	X		X	X	X
Gastronomy	X		X	X	X
Facultative activities	X		X	X	X
Production of the organic food	X		X	X	
Production of facilities and medical and assistive devices	X		X		
Tourism	X	X	X	X	X
Transport services	X		X	X	
Advertisement and promotion	X		X		
Trainings	X		X		
Consultation Service	X		X		
Activity development (B+R)	X		X		

X – a positive potential impact on sector in specialization of „medical tourism”

The results of the study and available specialized literature suggest that a combination of medicinal functions with tourism are becoming more and more popular within the scope of a broader health tourism. The right direction of spas development is to enhance the medicinal profile and to extend it with the elements relating to recreation, regeneration and beauty treatments and transition from single-spa to multi-spa, where people can find something for themselves.

In this context, it seems to be very important to develop accommodation and catering services, improve the quality of sport and recreation base (what was indicated by the respondents as the shortcomings) and the cooperation with such units supporting research and development such as: the Świętokrzyskie Oncology Center, Regional Hospital, Regional Centre for Innovation and Technology Transfer, Regional Centre for Science and Technology etc. The cooperation with research centers may allow „to keep up” with the latest trends in medicine and completion of non-traditional healing methods.

The production of organic food may be a special feature of health tourism in the region of the Świętokrzyskie Mountains. Not only Busko County, but also the whole region have favorable conditions to cultivate an organic food, which can be an additional complement to the development of the health resorts, especially now when there is a fashion for being healthy and environmental friendly. Regional organic farming is systematically developed, a number of certified organic farms have increased from 25 in 1997 to 1,248 in 2010.

Cluster initiatives are used as an institutional support for the development of health tourism, which are based on the spa potential. For example, they are: Innovative Cluster of Health and Tourism - Pearl of Spas in the Easter of Poland, Cluster of Medical Science in the South East of Poland or supplementary Cluster of Garden and Orchard called „Organic food”.

In this publication, only some arguments were used in order to stress the importance of the Świętokrzyskie spas in the tourism industry of the region providing opportunities for development of spa tourism product. At the moment, there are favorable conditions for the development of health tourism. We also deal with an aging population, increasing demands for rapid relaxation and recuperation, especially among residents of large cities in Świętokrzyskie Province (Warsaw, Łódź, Krakow, Katowice). By investing in the spa industry in the region, we should bear in mind that according to the calculations of experts in the tourism industry, acting on behalf of the WTO, it is said that one place (permanent) in the health resorts generates a need of hire for about 10 further people in the business spa environment.

It should be underlined that in order to build the potential of spas and to create a strong brand of the Świętokrzyskie Spas, we need common actions, including marketing of spa companies in the tourist market. These actions are largely in the responsibility of local, regional and other entities, which act on behalf of the wider development of tourism in the region. These measures should be based primarily on the promotion and implementation of innovations in spas (product, process, organization) attracting investment, encouragement and mobilization for the cooperation of entities including a broadly defined health tourism sector in the region and facilitate the ability to raise funds, for example from the EU funds.

A general interest of health tourism in recent years is growing very rapidly, not only on the national, but also on the European level and worldwide. A skillful support can ensure the development of the entire region, especially when there is still some part of the unused economic potential of spa municipalities.

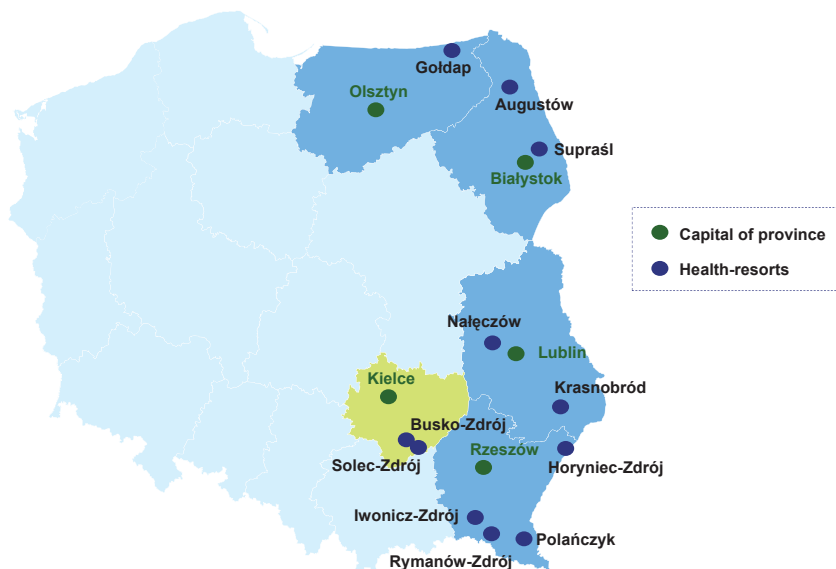


7. Appendix - Characteristics of health-resort sector in Eastern Poland

7.1. Geographical distribution of health-resorts in Macroregion

The Ministry of Health recognizes as many as 11 areas located in the Macroregion Eastern Poland¹⁷ as health-resorts, which accounts for a quarter of all national health-resorts. In addition, several other communes are currently considering applying for the official status of a health-resort, including: Latoszyn, Czarna, Komańcza, Lipa and Mielnik.

Figure 1. Geographical distribution of health-resorts in Eastern Poland



Data source: Prepared by Deloitte

Health-resorts of Eastern Poland are located in various landscapes, including both lowland and foothill areas. They are characterized by rich medicinal and tourist qualities, as well as unique microclimate. Three of them are situated in the functional area called „Polish Green Lungs” with the cleanest air in the country. Moreover, several health-resorts lie in the close vicinity to national and landscape parks (including Gołdap - Romincka Forest Landscape Park; Supraśl - Knyszyńska Forest Landscape Park; Krasnobród - Krasnobród Landscape Park), and hence, apart from rich medicinal qualities, offer favourable landscape qualities.

Due to its unique climate, as well as natural resources, health-resort tourism has been significantly contributing to the economic development of Eastern Poland. Additionally, it has become

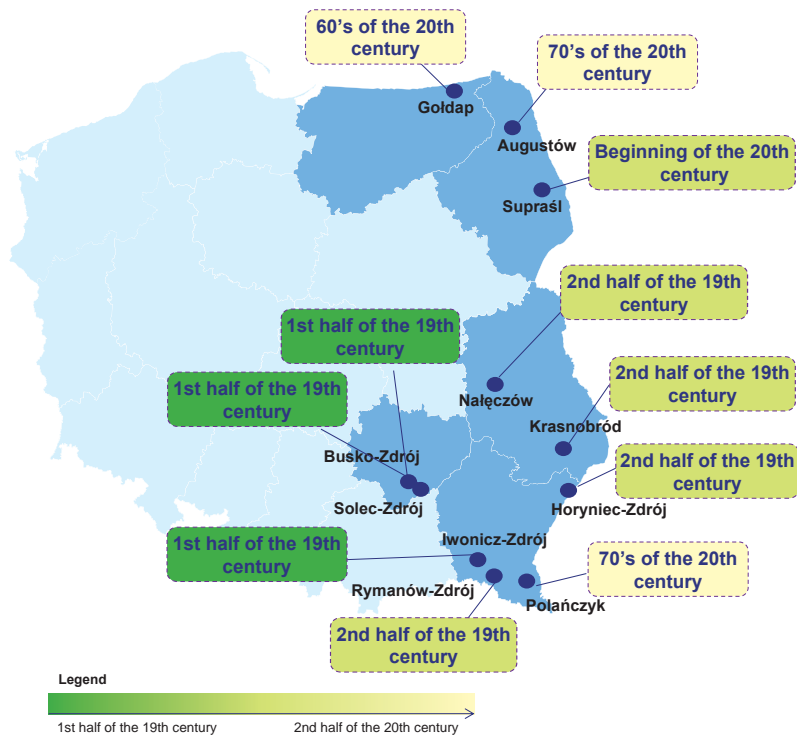
¹⁷ Macroregion Eastern Poland covers the following provinces: Warmia and Mazury province, Podlaskie province, Lubelskie province, Świętokrzyskie province and Podkarpackie province

one of the key priorities of the „Strategy for socio-economic development of Eastern Poland until 2020” adapted by the Polish government in 2008. According to the above mentioned document, „the development of health-resorts and spa tourism should be a response to the process of population ageing and should help to leverage usage of natural potential of Eastern Poland.”

7.2. Historical development of health-resort sector in Macroregion

The emergence and development of health-resort industry in Eastern Poland is closely related to discoveries of large quantities of natural resources with proven medical qualities in certain parts of the region. The first studies on the healing properties of resources obtained in Macroregion and the consequent development of the necessary health-resort infrastructure took place at different times in the region. In the southern parts of Eastern Poland, i.e. in the Świętokrzyskie, Podkarpackie and Lubelskie provinces, foundation of first health-resorts dates back to the 19th century. Contrary to that, the development of health-resort industry in the northern regions took place much later, i.e. in the 60's - 70's of the 20th century.

Figure 2. The beginnings of development of the health resort industry in the region



Data source: Prepared by Deloitte based on CSO publication: „Health-resort treatments in Poland in the years 2000-2010”

Iwonicz-Zdrój, Busko-Zdrój and Solec-Zdrój, as well as Nałęczów, Rymanów-Zdrój and Krasnobród are perceived as the oldest health-resorts with over 150 year history of health resort treatment. Among the youngest health-resorts are Gołdap, Augustów and Polańczyk. Along with Krasnobród and Supraśl, they were granted the official status of a health-resort in the 1990's and at the beginning of the 21st century. For comparison, the oldest health-resorts of Macroregion have held this status since 1922, i.e. after the first Polish Act on health-resorts had entered into force.

Figure 3. Years of obtaining the status of health-resort by towns in Eastern Poland

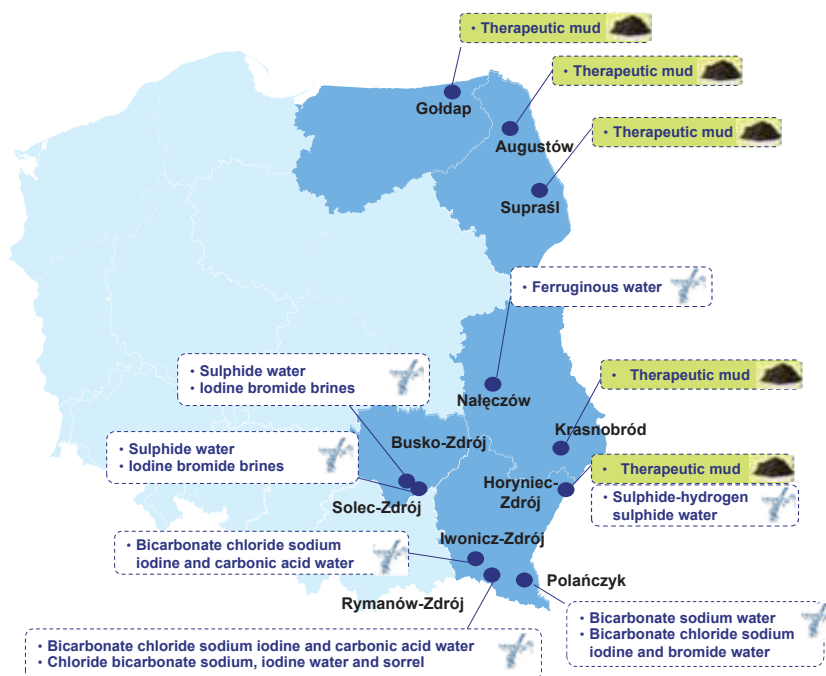


Data source: Prepared by Deloitte based on the Act of 23 March 1922 on health-resorts and the Act of 17 June 1966 on health-resorts and health-resort with amendments

7.3. Healing properties of natural resources existing in Macroregion

Apart from the convenient and favourable climate, the main assets of Eastern Poland are natural resources with proven medicinal qualities, comprising mineral water springs and extensive deposits of therapeutic mud. A detailed depiction of natural resources used for healing purposes in Macroregion is presented below.

Figure 4. Distribution of the main medicinal natural resources in Eastern Poland



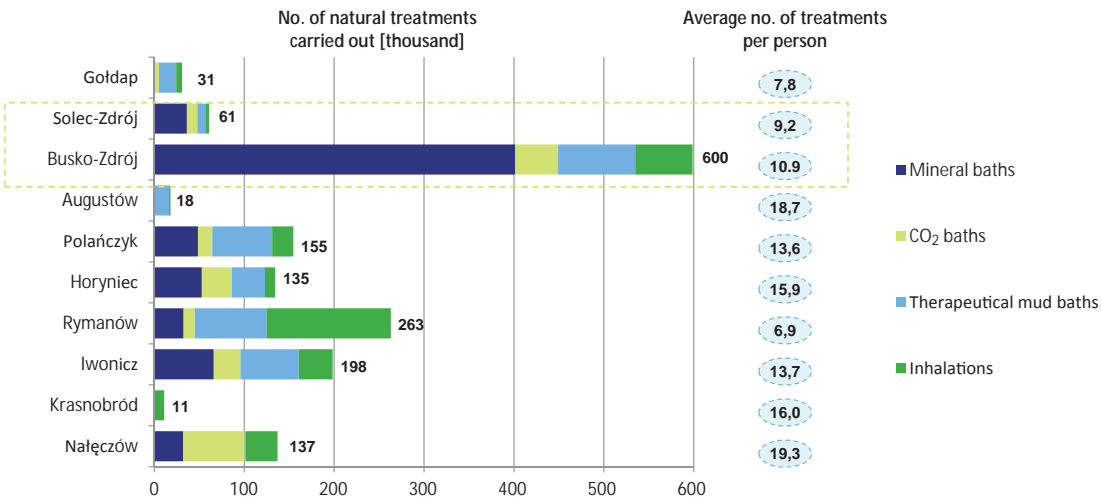
Data source: Prepared by Deloitte on the basis of the „List of types and resources of treatment minerals in Polish health resorts” published by the Ministry of Health, and on the basis of statutes health-resort districts

Mineral water springs located in the southern part of the region are particularly valuable assets of Eastern Poland. They include, among others, ferruginous water obtained in Nałęczów health-resort, bicarbonate water springs located in Iwonicz-Zdrój, Rymanów-Zdrój and Polańczyk, as well as sodium chloride water springs explored in Busko-Zdrój, Solec-Zdrój, Iwonicz-Zdrój, Rymanów-Zdrój and Polańczyk. What is more, there are also significant deposits of natural sulfide-hydrosulfide water discovered in Busko-Zdrój, Solec-Zdrój and Horyniec-Zdrój, used to treat skin disorders. Water obtained in Solec-Zdrój from the „Malina” intake, has exceptionally high medical value, which has the world’s largest concentration of active compounds of sulphur (about 800 mg per litre).

Another significant natural assets of Eastern Poland is its rich deposits of therapeutic mud, mainly located in the northern parts of Macroregion. The largest deposits are available in the area of Augustów and Horyniec-Zdrój. Supraśl is the only health-resort which, despite having proven deposits, has not carried out their exploitation so far. However, recently all required studies have been performed and the local authorities are at the stage of obtaining appropriate concessions.

The abundance of natural medicinal resources in the area of health resorts has a direct impact on the type of treatments offered there. Health-resorts located in the northern areas of Macroregion, i.e. Gołdap and Augustów, particularly rich in therapeutic mud, base their therapeutic offer almost exclusively on medicinal mud baths. In Krasnobród, on the other hand, specializing in treatments of diseases of the respiratory system, mainly inhalation treatments are offered. In the case of other health-resorts, almost all types of treatments are offered. Busko Zdrój health-resort is particularly noteworthy as it offers not only the largest number of all natural treatments as compared to other health-resorts of Eastern Poland, but also the vast majority (60%) of all mineral baths offered in the Macroregion is available there.

Chart 18. Number and types of natural treatments performed in health-resorts in the region in 2010

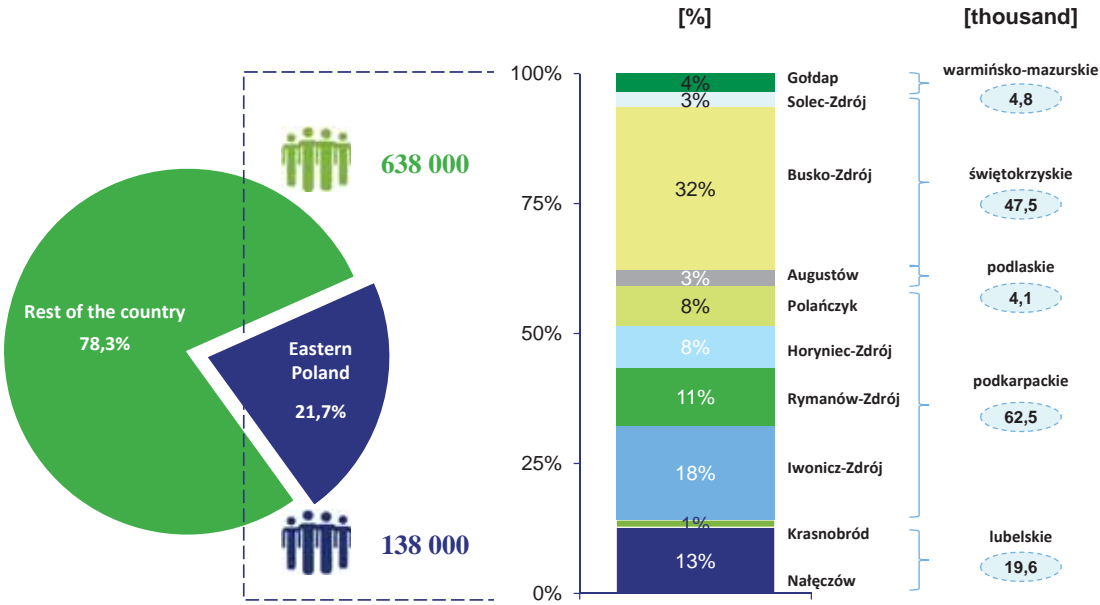


Data source: Prepared by Deloitte based on GUS data

7.4. State of development of the health-resort sector in Macroregion

According to Central Statistical Office, in 2010 all health-resorts of Eastern Poland were visited by 138 thousand patients, which accounts for over one fifth of all patients visiting health-resort facilities throughout the country. Most of them, i.e. almost every third “health tourist” visiting the Macroregion, decided to stay in the Busko-Zdrój. Next, in terms of the number of patients, were Iwonicz-Zdrój, Nałęczów and Rymanów-Zdrój. Popularity of the above-mentioned health-resorts is a direct effect of the long-term tradition of health-resort treatment carried out in these places. It is not surprising, then, that towns of much shorter tradition, due to the lower degree of recognition, attract correspondingly smaller number of patients.

Chart 19. Number of patients staying at health-resort facilities of Eastern Poland in 2010



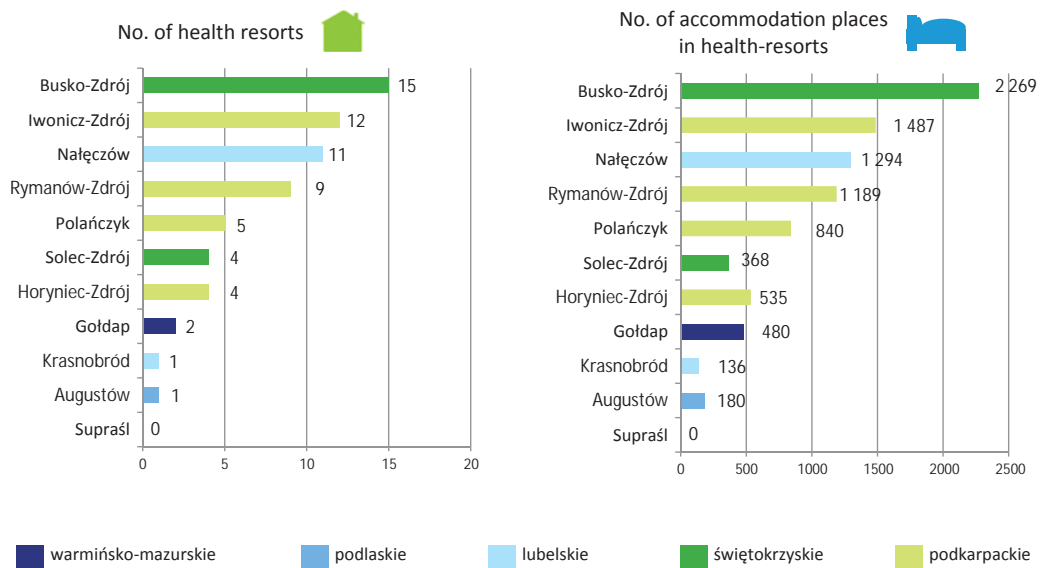
Data source: Prepared by Deloitte based on GUS data

The stage of development of health-resort sector in the region is also confirmed by the existence of suitable health-resort infrastructure, including extensive hotel accommodation and rehabilitation services, allowing for running medical activities.

There are as many as 64 health-resort facilities in the area of the Macroregion, providing services both in stationary and ambulatory form. 15 of them are located in Busko-Zdrój offering nearly 2.3 thousand accommodation places. Other health-resorts of long tradition also have a strong position; these include Iwonicz-Zdrój, Rymanów-Zdrój and Nałęczów. All four cities represent 75% of all health-resort facilities of Macroregion, offering over six thousand accommodation places.

Supraśl is the only health-resort in which there are no health-resort facilities. The city was granted the status of a health-resort as late as in 2002. Currently, an investor is being searched for to carry out development of a two-hectare plot located in the heart of the health-resort A zone. Should the appropriate facility not be created until the end of 2013, the commune may lose the status of a health-resort.

Chart 20. Characteristics of health-resort facilities in the region, 2013



Data source: Prepared by Deloitte based on the „List of health-resort facilities” published by the Ministry of Health

7.5. Summary

Health-resort tourism, based on the unique resources of the region, plays an important role in development of Eastern Poland. The main advantage of the health-resorts located in the Macroregion is their high diversity, both in terms of values of nature and landscape, as well as in scope of available natural medicinal resources and health-resorts specializations related thereto. Their attractiveness is also reflected in the fact that they differ significantly in terms of current state of development of health-resort sector, so the patients can choose among locations having a long history of health-resort treatment and places of burgeoning tradition.

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