

# SPA SERVICES IN HOTEL FACILITIES IN THE LUBLIN PROVINCE THE IMPORTANCE OF HOTEL FACILITIES IN THE PROVISION OF SPA SERVICES IN THE LUBLIN PROVINCE

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## Abstract

**Introduction.** Apart from basic services, the modern hotel industry provides a number of additional services, including those having to do with wellness. This article attempts to provide a general description of spa services in selected hotel facilities in the Lublin Province in Poland. **Material and methods.** Data on the size of the accommodation base, its diversity, and its occupancy by tourists were obtained from the official statistical publications of the Polish Central Statistical Office (GUS). The paper presents the results of research on quantitative and structural transformations of mass accommodation facilities in the years 2000-2013. Particular attention was paid to spa hotels. Information on their profile and offer of balneological and wellness treatments was collected by means of a diagnostic survey in the form of an interview (primary source) and the exploration of websites (secondary source). **Results and conclusions.** According to the data provided by the Central Statistical Office, in 2013 there were a total of 285 mass accommodation facilities in the Lublin Province (accounting for 2.9% of all facilities in Poland), which constitutes 8.0% of the territory of Poland and is inhabited by 5.6% of the country's population. The facilities were able to receive approximately 18,700 guests (2.7% of the total accommodation capacity of Poland). Every fourth mass accommodation facility in the Lublin Province was a hotel. This type of accommodation base was represented particularly by facilities of lower categories (3, 2, and 1 star hotels), and it accounted for approximately 27% of the total accommodation capacity of the Lublin Province. Hotels and guest houses offering spa services in addition to accommodation constituted 19.5% of the total number of hotel facilities in the Lublin Province. They were particularly concentrated in Lublin and the towns of the Puławy (Puławski) District, such as Kazimierz Dolny and Nałęczów. Spa services provided in hotel facilities can become an important product intensifying the use of tourist space in the Lublin Province.

**Key words:** accommodation base, hotels, spa services, Lublin Province

## Introduction

Hotel facilities offering spa services have become a permanent feature of the Polish market of tourism services, expanding it to include new types of services and possibilities of meeting the needs of tourists. The categorisation of spa facilities according to the services provided is extensive [1, 2, 3]. A traditional spa product involves treatments which make use of the medicinal properties of waters, both those based on their specific mineral composition (as in the case of peloid or brine, for example) and those involving specific applications of water in various forms in saunas, swimming pools, baths, or hydro massage [4]. There are approximately 70 types of treatment, exercise, and therapy that are practised in water [5]. New spa products combine balneological treatments with modern forms of wellness and attractive treatments typical of spa and wellness tourism [4]. Facilities classified as spas also offer various forms of healing massage and physiotherapy [1, 6]. As part of pro-health tourism, spas can take different forms [1, 6]. There are centres in which the patient spends several hours per day several days a week (day spas) and

those where they spend several up to a dozen hours over one day (destination spas or resort/hotel spas).

The term "spa" is inseparably associated with the term "wellness", frequently identified and used in combination with or instead of the term spa [7, 8]. According to D. Dryglas [7], spa as a service is only one of the forms of regenerating a person's psychophysical condition included in wellness philosophy. The components of the term "spa and wellness" are complementary and share a single objective, namely enhancing the vitality of the organism [6].

According to the relevant literature [9], the idea of spa is in line with the pro-health activity of modern societies. An increasing number of people are including various types of treatments improving their physical and psychological condition in their holiday plans [8]. The role of spa centres in the promotion of a healthy lifestyle was analysed by A. Mroczek [6] and A. Maj [10]. Spas were also discussed in the context of the state of modern health tourism in papers by I. Łęcka [11], A.P. Lubowiecki-Vikuk [8], and D. Dryglas [7], in the collective work by M. Januszewska, E. Nawrocka, and S. Oparka [12], and by J. Owsiak [13].

The profiles of tourists who visit spa facilities and reasons for visiting them were analysed by A. H. N. Mak, K. K. F. Wong, and R. C. Y. Chang [14]. A description of spa facilities as an innovative health tourism product constituting a source of competitive advantage in the Polish and global market of spa services can be found in the paper by D. Dryglas [7], while the development of spa centres in the USA is presented in the work of S. E. Spivack [15]. As far as the Lublin Province is concerned, an analysis of the possibilities of developing health tourism in the context of the smart specialisation of the Province in medical and pro-health services is provided in the paper by A. Tucki and A. Hądzik [16].

In Poland, civilisational transformations had a great impact on the growing popularity of spa services, including the political transformation, the integration of Poland with European structures, and the opening of the borders [7]. In Poland, the term "spa" is not only used by facilities a priori based on the idea of spa; it is also ascribed to beauty salons, wellness centres, and accommodation facilities [2, 3, 8, 13]. The importance of spa services in the development of the hotel industry was analysed by J. Hałaczkiwicz [5] and J. Wojnarowski [17]. The paper by J. Hałaczkiwicz [5] provided information regarding the level of the quality of spa services in selected hotels in Poland, Germany, the UK, and the USA. J. Wojnarowski [17] emphasised the perspectives for the development of hotel facilities specialising as medical spa centres. On the other hand, the paper by E. Szczepanowska, B. Kaczor, and K. Pawełek focused on the type of facilities and services provided by Polish-German spa hotels [2].

The aim of this paper is to present quantitative changes regarding mass accommodation facilities in the Lublin Province in the years 2000-2013, with particular consideration of hotels, followed by a determination of the current state and offer of hotel facilities providing spa services. The main motivation for undertaking the study was the scarcity of literature referring to the Lublin Province [16]. In order to meet the aim of the article, descriptions of the accommodation base in the Lublin Province and of hotel facilities offering spa services were examined. A detailed analysis was conducted concerning the range of services provided by the hotel facilities. The quality criterion adopted was based on a list of 22 forms of therapy recognised as components of good quality spa services by W. Kasprzak and A. Mańkowska [9].

### Material and methods

The hotel facilities in the Lublin Province were described in the context of the current state of mass accommodation facilities. The statistical material describing both the size of the accommodation base and its diversity as well as its occupancy by tourists was obtained from the official statistical publications of the Central Statistical Office [18]. The paper describes the mass accommodation facilities in Poland, their size, and the changes that took place in the years 2000-2013. The obtained data provided a basis for identifying facilities at the district scale. A detailed analysis of the hotel facilities, including those offering spa services, was carried out.

Information on 440 facilities potentially qualified as spas functioning in the Lublin Province was obtained from commonly accessible sources and databases of the Central Record of Hotel Facilities as well as the Panorama Firm and Polskie Książki Telefoniczne company directories [19, 20, 21]. The respondents were further identified based on a CATI telephone survey [22]. The interviews were prepared based on a questionnaire developed in accordance with the rules proposed by T. Sztabiński et al. [23], and a total of 94 interviews were conducted. In order to be classified as a spa facility, a facility needed to provide at least two out of three groups of services:

massage, dermatological treatments, and body treatments, e.g. hydrotherapy, pursuant to the guidelines of the International Spa and Fitness Association (ISPA) [1]. The analysis covered a total of 26 facilities (fig. 1) meeting the condition of providing spa treatments with an accommodation option (resort and hotel spas and destination spas) [5]. The description of the facilities included data collected in the diagnostic survey by means of direct interviews with managers and directors (27 interviews in total). The indepth interview conducted using a partially standardised questionnaire prepared based on papers by W. Kasprzak and A. Mańkowska [9] made it possible to obtain information on the profile, accommodation capacity, and offer of wellness services of a given facility.

### Results

#### *Accommodation base as the primary indicator of the accommodation capacity of the facilities in the Lublin Province*

According to the data of the Central Statistical Office [18], in 2013 the Lublin Province had 285 mass accommodation facilities (2.9% of facilities in Poland), with a total accommodation capacity of 18,668 guests, which constitutes 2.7% of the capacity of all facilities in Poland (tab. 1). Four cities with district status, namely Lublin, Zamość, Chełm, and Biała Podlaska, had a total of 55 facilities – 19.3% of the total number of facilities in the Lublin Province. The remaining districts with a relatively high number of facilities included the Puławy (Puławski) District (44 facilities), Włodawa (Włodawski) District (37), and Zamość (Zamojski) District (24). In the main cities (former capitals of the provinces that existed prior to their inclusion in the Lublin Province following the administrative reform in 1999) and in the three aforementioned districts, there was a total number of 160 mass accommodation facilities in 2013, i.e. 56.1% of facilities in the Lublin Province. The remaining 17 districts in the Lublin Province featured a scarce offer of accommodation facilities, with the lowest number of facilities in the Kraśnik (Kraśnicki) District (1 facility) and the Ryki (Rycki), Radzyń Podlaski (Radzyński), Świdnik (Świdnicki), and Krasnostaw (Krasnostawski) Districts (4 facilities in each).

The distribution of accommodation in the Lublin Province remained similar considering its capacity. Cities with district status offered a capacity of 4,204 guests (22.5% of the capacity of the Province). The Puławy (Puławski), Włodawa (Włodawski), and Zamość (Zamojski) Districts offered a total capacity of 8,096 of guests (43.4%). The highest mass accommodation capacity for the end of 2013 among the 24 districts of the Lublin Province was recorded for the following districts and cities: the Puławy (Puławski) District – 4,249 (22.8%), the Włodawa (Włodawski) District – 2,400 (12.8%), the city of Lublin – 2,195 (11.8%), the Zamość (Zamojski) District – 1,447 (7.8%), the Lubartów (Lubartowski) District – 1,103 (5.9%), the city of Zamość – 1,070 (5.7%), and the Biała Podlaska (Bialski) District – 918 (4.9%). The accommodation capacities of the cities of Kraśnik and Radzyń Podlaski (below 100 guests) and the Ryki (Rycki) and Krasnostaw (Krasnostawski) Districts (below 150 guests) were very limited.

In 2013, out of approximately 743,000 tourists using the services of mass accommodation facilities (tab. 2), the highest number of guests were accommodated in facilities located in Lublin (25.5%) and the Puławy (Puławski) District (20.3%). The highest number of sold accommodation places was also recorded in those districts: approximately 291,000 (18.8%) and approximately 585,000 (37.8%), respectively.

**Table 1.** Accommodation base in particular districts and cities with district status in the Lublin Province in 2000 and 2013

Selected accommodation facilities in particular districts and cities	Number of facilities in		Accommodation capacity in	
	2000	2013	2000	2013
<b>Biała Podlaska (Bialski) District</b>				
mass accommodation facilities	21	19	565	918
including hotel facilities	3	9	138	439
including hotels	1	4	42	247
<b>Parczew (Parczewski) District</b>				
mass accommodation facilities	19	10	961	402
including hotel facilities	0	2	0	59
including hotels	0	0	0	0
<b>Radzyń Podlaski (Radzyński) District</b>				
mass accommodation facilities	7	4	114	73
including hotel facilities	0	2	0	40
including hotels	0	0	0	0
<b>Włodawa (Włodawski) District</b>				
mass accommodation facilities	66	37	4 147	2 400
including hotel facilities	3	3	123	225
including hotels	1	1	18	134
<b>Biłgoraj (Biłgorajski) District</b>				
mass accommodation facilities	11	11	448	387
including hotel facilities	1	6	64	234
including hotels	1	2	64	94
<b>Chełm (Chełmski) District</b>				
mass accommodation facilities	10	6	492	388
including hotel facilities	0	3	0	155
including hotels	0	0	0	0
<b>Hrubieszów (Hrubieszowski) District</b>				
mass accommodation facilities	2	3	59	136
including hotel facilities	0	2	0	73
including hotels	0	0	0	0
<b>Krasnystaw (Krasnostawski) District</b>				
mass accommodation facilities	5	4	228	137
including hotel facilities	2	4	45	137
including hotels	1	2	20	43
<b>Tomaszów Lubelski (Tomaszowski) District</b>				
mass accommodation facilities	19	10	688	954
including hotel facilities	1	3	81	138
including hotels	1	1	81	40
<b>Zamość (Zamojski) District</b>				
mass accommodation facilities	32	24	1 648	1 447
including hotel facilities	4	5	101	322
including hotels	0	3	0	209
<b>Lubartów (Lubartowski) District</b>				
mass accommodation facilities	24	16	3 034	1 103
including hotel facilities	2	3	111	72
including hotels	2	1	111	30
<b>Lublin (Lubelski) District</b>				
mass accommodation facilities	2	13	42	489
including hotel facilities	2	9	42	356
including hotels	1	7	27	317
<b>Łęczyńska (Łęczyński) District</b>				
mass accommodation facilities	7	5	546	271
including hotel facilities	0	1	0	72
including hotels	0	1	0	72

Selected accommodation facilities in particular districts and cities	Number of facilities in		Accommodation capacity in	
	2000	2013	2000	2013
<b>Świdnik (Świdnicki) District</b>				
mass accommodation facilities	2	4	91	149
including hotel facilities	0	3	0	101
including hotels	0	2	0	76
<b>Janów Lubelski (Janowski) District</b>				
mass accommodation facilities	7	5	668	394
including hotel facilities	2	3	71	146
including hotels	2	3	71	146
<b>Kraśnik (Kraśnicki) District</b>				
mass accommodation facilities	2	1	61	37
including hotel facilities	2	1	61	37
including hotels	1	1	28	37
<b>Łuków (Łukowski) District</b>				
mass accommodation facilities	8	5	576	228
including hotel facilities	0	2	0	102
including hotels	0	1	0	66
<b>Opole Lubelskie (Opolski) District</b>				
mass accommodation facilities	2	5	121	186
including hotel facilities	0	4	0	161
including hotels	0	3	0	141
<b>Puławy (Puławski) District</b>				
mass accommodation facilities	25	44	2 107	4 249
including hotel facilities	9	21	593	1 308
including hotels	7	12	544	857
<b>Ryki (Rycki) District</b>				
mass accommodation facilities	0	4	0	116
including hotel facilities	0	4	0	116
including hotels	0	0	0	0
<b>Biała Podlaska</b>				
mass accommodation facilities	12	6	373	475
including hotel facilities	3	5	84	207
including hotels	3	4	84	166
<b>Chełm</b>				
mass accommodation facilities	9	7	508	464
including hotel facilities	2	4	228	320
including hotels	2	3	228	196
<b>Lublin</b>				
mass accommodation facilities	21	27	2 748	2 195
including hotel facilities	8	22	1 187	1 938
including hotels	5	16	997	1 470
<b>Zamość</b>				
mass accommodation facilities	15	15	807	1 070
including hotel facilities	5	12	317	730
including hotels	4	9	280	601
<b>TOTAL</b>				
mass accommodation facilities	328	285	21 032	18 668
including hotel facilities	49	133	3 246	7 488
including hotels	32	76	2 595	4 942

Source: Own elaboration based on data of the Central Statistical Office.

**Table 2.** Occupancy of the accommodation base in the districts of the Lublin Province in 2000 and 2013

Selected accommodation facilities in particular districts and cities	Number of facilities in		Accommodation capacity in	
	2000	2013	2000	2013
<b>Biała Podlaska (Bialski) District</b>				
mass accommodation facilities	14 278	51 781	18 079	61 242
including hotel facilities	4 694	49 192	5 311	56 289
including hotels	1 851	34 821	1 883	36 809
<b>Parczew (Parczewski) District</b>				
mass accommodation facilities	9 718	4 844	27 891	13 931
including hotel facilities	0	2 197	0	3 944
including hotels	0	870	0	1 034
<b>Radzyń Podlaski (Radzyński) District</b>				
mass accommodation facilities	3 833	3 542	4 427	4 194
including hotel facilities	0	3 131	0	3 595
including hotels	0	0	0	0
<b>Włodawa (Włodawski) District</b>				
mass accommodation facilities	24 370	32 841	152 256	79 317
including hotel facilities	3 988	6 233	7 749	10 903
including hotels	637	4 004	770	5 980
<b>Biłgoraj (Biłgorajski) District</b>				
mass accommodation facilities	4 038	7 032	13 489	17 799
including hotel facilities	1 625	5 794	1 937	14 691
including hotels	1 625	4 246	1 937	5 048
<b>Chełm (Chełmski) District</b>				
mass accommodation facilities	7 954	8 915	12 761	9 638
including hotel facilities	0	8 859	0	9 571
including hotels	0	0	0	0
<b>Hrubieszów (Hrubieszowski) District</b>				
mass accommodation facilities	2 178	628	2 569	4 342
including hotel facilities	0	2 722	0	3 613
including hotels	0	595	0	1 005
<b>Krasnystaw (Krasnostawski) District</b>				
mass accommodation facilities	4 961	7 453	9 706	13 212
including hotel facilities	3 684	7 197	5 779	11 978
including hotels	1 688	2 860	2 538	5 520
<b>Tomaszów Lubelski (Tomaszowski) District</b>				
mass accommodation facilities	25 853	13 838	59 880	36 418
including hotel facilities	7 235	9 684	8 966	14 344
including hotels	5 723	5 882	7 454	6 596
<b>Zamość (Zamojski) District</b>				
mass accommodation facilities	23 737	32 905	64 673	79 630
including hotel facilities	0	12 007	9 109	26 485
including hotels	4 440	14 637	0	23 043
<b>Lubartów (Lubartowski) District</b>				
mass accommodation facilities	12 729	9 979	59 465	35 631
including hotel facilities	1 603	2 804	3 174	5 923
including hotels	1 603	1 544	3 174	3 332
<b>Lublin (Lubelski) District</b>				
mass accommodation facilities	3 379	36 521	4 876	46 126
including hotel facilities	3 379	35 052	4 876	42 096
including hotels	2 083	31 537	3 263	37 579
<b>Łęczna (Łęczyński) District</b>				
mass accommodation facilities	1 424	1 552	9 304	5 474
including hotel facilities	0	467	0	1 372
including hotels	0	467	0	1 372

Selected accommodation facilities in particular districts and cities	Number of facilities in		Accommodation capacity in	
	2000	2013	2000	2013
<b>Świdnik (Świdnicki) District</b>				
mass accommodation facilities	3 306	7 636	7 201	15 155
including hotel facilities	0	3 777	0	9 103
including hotels	0	3 036	0	8 129
<b>Janów Lubelski (Janowski) District</b>				
mass accommodation facilities	9 570	18 485	24 483	39 078
including hotel facilities	6 705	11 608	7 287	15 763
including hotels	6 705	11 608	7 287	15 763
<b>Kraśnik (Kraśnicki) District</b>				
mass accommodation facilities	8 312	4 547	8 684	4 762
including hotel facilities	8 312	4 547	8 684	4 762
including hotels	6 105	4 547	6 105	4 762
<b>Łuków (Łukowski) District</b>				
mass accommodation facilities	6592	9 845	48 054	16 641
including hotel facilities	0	7 499	0	11 449
including hotels	0	3 378	0	5 322
<b>Opole Lubelskie (Opolski) District</b>				
mass accommodation facilities	881	6 239	4 169	12 398
including hotel facilities	0	6 159	0	12 133
including hotels	0	6 022	0	11 688
<b>Puławy (Puławski) District</b>				
mass accommodation facilities	83 922	151 103	352 661	584 201
including hotel facilities	43 543	72 400	78 004	112 676
including hotels	41 324	50 554	72 110	77 516
<b>Ryki (Rycki) District</b>				
mass accommodation facilities	0	6 756	0	8 088
including hotel facilities	0	6 756	0	8 088
including hotels	0	0	0	0
<b>Biała Podlaska</b>				
mass accommodation facilities	17 646	30 216	27 421	37 541
including hotel facilities	3 539	28 890	4 690	31 892
including hotels	3 539	26 246	4 690	27 627
<b>Chełm</b>				
mass accommodation facilities	17 140	18 670	31 003	53 867
including hotel facilities	7 538	14 199	11 591	44 471
including hotels	7 538	9 263	11 591	15 679
<b>Lublin</b>				
mass accommodation facilities	130 300	192 239	312 043	290 687
including hotel facilities	87 988	185 123	188 269	276 569
including hotels	73 968	157 915	162 409	222 249
<b>Zamość</b>				
mass accommodation facilities	51 156	91 863	68 116	85 094
including hotel facilities	35 070	87 410	28 861	75 425
including hotels	17 535	41 196	26 655	63 988
<b>TOTAL</b>				
mass accommodation facilities	467 277	742 674	1 323 211	1 546 378
including hotel facilities	218 903	573 707	374 287	807 135
including hotels	176 364	415 228	311 866	580 041

Source: Own elaboration based on data of the Central Statistical Office.

The dynamics of the development of the accommodation base in the Lublin Province in the years 2000-2013 (tab. 1) show a decrease by 13.1% in the number of mass accommodation facilities. In comparison to 2000, in 2013 guest houses and youth hostels stopped operating. The number of the following facilities was reduced: holiday centres (by 60.8%), summer camp centres (by 61.5%), holiday cabin complexes (by 35.0%), camp sites (by 66.7%), and camp sites for tents (by 83.3%). It is worth emphasising that at the same time there was an increase in the number of hotel facilities. An analysis of the changes in the accommodation base in the years 2000-2013 shows that although the total accommodation capacity decreased by 12.5%, this decrease resulted particularly from a fall in the number of offers of lower standard. The change in preferences regarding the forms of tourism and recreation caused a considerable reduction of the accommodation capacity of holiday centres, camp sites, and camp sites for tents. The accommodation capacity increased in the case of hotel facilities approximately 2.5 times in the years 2000-2013 (tab. 1).

Hotel facilities (hotels, guest houses, and motels) are an accommodation base with the highest level of services. In the Lublin Province they accounted for the biggest percentage of mass accommodation facilities (tab. 1). In 2013, a total of 133 facilities were in operation (46.7% of the mass accommodation base). They also had the greatest accommodation capacity (7,488, that is 40.1% of the total capacity of all facilities in the Province).

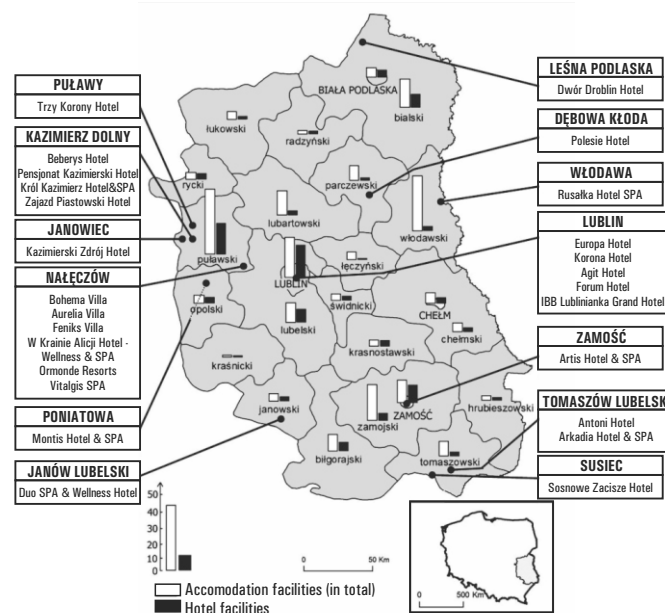
In the Lublin Province, hotel facilities were dominated by hotels, i.e. 76 facilities (tab. 1). They constituted 26.7% of the mass accommodation facilities in the Province and were particularly represented by facilities of lower categories (3 stars – 41 facilities, 2 stars – 16 facilities, 1 star – 7 facilities). In 2013, approximately 415,000 persons were accommodated in the facilities, i.e. 55.9% of all persons staying in mass accommodation facilities that year. Approximately 580,000 overnight stays were booked by tourists in hotels in 2013, constituting approximately 37.5% of the total number of the overnight stays that were booked in the Lublin Province (tab. 2).

The hotels examined had a high degree of concentration in terms of their distribution. The greatest number of hotels were located in Lublin (16 hotels) and in the Puławy (Puławski) District (12 facilities), where they constituted 36.8% of the hotel base of the Lublin Province, accounting for 47.1% of the accommodation capacity. In 2013, the facilities accommodated approximately 50.2% of all persons staying at hotels in the Lublin Province. The hotels provided accommodation for approximately 300,000 overnight stays, i.e. 51.7% of the total number of stays in the entire Province (tab. 2).

#### Description of hotels offering spa facilities and services

Hotels offering spa services in addition to accommodation services constituted 19.5% of the total number of hotel facilities in the Lublin Province. They were concentrated particularly in the Puławy (Puławski) District (in Nałęczów, Kazimierz Dolny, Janowiec, and Puławy) and in Lublin. A limited number of facilities were available in Janów Lubelski, Zamość, Leśna Podlaska, Dębowa Kłoda, Włodawa, Tomaszów Lubelski, Susiec, and Poniatowa (fig.1, tab. 3). The hotels analysed featured a relatively high standard. They were dominated by facilities categorised as three- and four-star hotels. In terms of their accom-

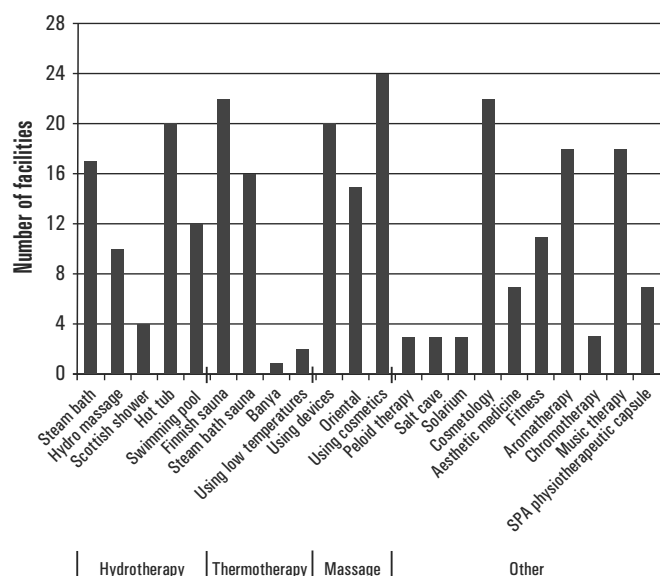
modation capacity, small facilities were predominant: up to 50 guests could be accommodated in twelve of the facilities and from 51 to 100 guests could stay in eight of them. Only one hotel (Król Kazimierz Hotel & Spa) offered an accommodation capacity of more than 200 guests. Spa services in the hotels included in the analysis have mostly been introduced in recent years, including seven in the years 2013-2014 and a further nine in 2011-2012. Spa services were first offered at Feniks Villa & Spa in Raj in 1991.



Source: Own elaboration based on data of the Central Statistical Office, Central Record of Hotel Facilities, and Panorama Firm and Polskie Książki Telefoniczne company directories.

**Figure 1.** Facilities offering spa services included in the analysis in the context of the total number of mass accommodation facilities and hotel facilities in the districts and cities with district status in the Lublin Province

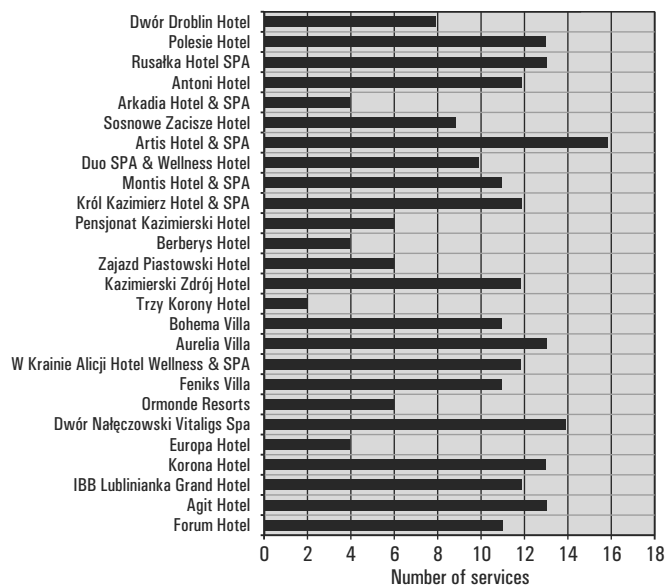
The spa services and facilities offered at the hotel facilities in the Lublin Province analysed are presented with consideration of four types of services (fig. 2), i.e.: hydrotherapy, thermotherapy, massage, and other. The adopted qualitative criterion was a group of 22 services, including five services in the hydrotherapy segment (steam bath, hydro massage, Scottish shower, hot tub, and swimming pool), four in thermotherapy (Finnish sauna, steam bath, banya, and low temperature treatments), three in massage (oriental, using devices, and using cosmetics), and ten services categorised as "other" (peloid therapy, salt cave, solarium, cosmetology, aesthetic medicine, fitness, aromatherapy, chromotherapy, and physiotherapeutic capsules). The services offered in 26 facilities featured a total of 267 products, including 64 in hydrotherapy, 43 in thermotherapy, 59 in various forms of massage, and 97 other products.



Source: Own elaboration based on data collected by means of a diagnostic survey.

**Figure 2.** Number of spa hotel facilities providing particular types of services among the facilities included in the analysis

The most comprehensive offer was provided by Artis Hotel & Spa in Zamość. It includes 16 treatments (fig. 3). Two services less were offered by Vitaligs Spa at Dwór Nałęczowski. The smallest selection of services was available at Trzy Korony Hotel in Puławy, where only two treatments were offered (Finnish sauna and massage using cosmetics). A relatively poor offer (4 services each) was recorded for the two following hotels: Arkadia Hotel & Spa in Tomaszów Lubelski (hot tub, Finnish sauna, swimming pool, and a salt cave), Berberys Hotel in Kazimierz Dolny (hot tub, Finnish sauna, massage using cosmetics, and cosmetology), and Europa Hotel in Lublin (massage using devices, massage using cosmetics, cosmetology, and aesthetic medicine).



Source: Own elaboration based on data collected by means of a diagnostic survey.

**Figure 3.** Number of services provided in the spa hotel facilities included in the analysis

The majority of the forms of therapy in the spa hotel facilities analysed (fig. 2) included massage using cosmetics (in 24 facilities), Finnish sauna (in 23 facilities), and cosmetic services (in 22 facilities). Hot tubs and massage using devices were also popular: they were recorded in 20 facilities. The treatment offered the most seldom was banya, which was only provided at the Dwór Droblin Hotel in Leśna Podlaska. Only two facilities offered treatments using low temperatures (Artis Hotel & Spa in Zamość and Forum Hotel in Lublin). Only three facilities offered the following: peloid therapy (Montis Hotel & Spa in Poniatoła, W Krainie Alicji Hotel Wellness & Spa in Nałęczów, and Agit Hotel in Lublin), salt caves (Arkadia Hotel & Spa in Tomaszów Lubelski, Artis Hotel & Spa in Zamość, and Zajazd Piastowski Hotel in Kazimierz Dolny), and chromotherapy (Rusalka Hotel Spa in Włodawa, Vitaligs Spa at Dwór Nałęczowski in Nałęczów, and Lublinianka IBB Grand Hotel in Lublin).

## Discussion

The distribution of the accommodation base in the Lublin Province is determined among others by the attractiveness of a given area in terms of tourism, including the existing tourism products, administrative and economic importance of a given city or town, and the accessibility of transport [24, 25]. Therefore, accommodation facilities are particularly concentrated in areas of high environmental and cultural value, which are simultaneously distinguished by a high number of tourists that visit them [26]. Hotel facilities constitute an important segment of the accommodation base. Their primary task is to create an accommodation base for tourists and provide hotel services [27]. Apart from basic services, the modern hotel industry offers a number of additional services, including those having to do with wellness [28]. Research has shown that spas, which are one of the most dynamically developing segments of health tourism, are an important product in this niche [6]. J. Owsiak [13] stated that investing in spa facilities and offering spa services helped hotels boost the attractiveness of the services they offered, build a positive image, increase the average level of occupancy and the average price of rooms, enhance the marketing advantage over their competition, promote the use of the facility during the whole year (higher occupancy by guests using spa services is recorded in spring and autumn), increase their revenues from gastronomy, and finally increase the total income from their business activity (spa services are also available to guests not using the accommodation offered by the hotels). According to analysts, spa and wellness services generate the highest profits for the hotel industry, following accommodation and gastronomy services [2, 5, 29, 30]. A similar tendency had been observed by the managers of the facilities in the Lublin Province included in the analysis, who assessed the sales of wellness services in comparison to the remaining services offered as good or very good in 11 cases.

The spa services offered in hotel facilities (particularly hotels) constitute a complex product [10, 29]. This product has the form of several goods and services called a package (e.g. an overnight stay combined with a treatment offer). Including wellness treatments in the services offered by hotels often enhances their prestige and reputation as well as giving them a competitive advantage on the market. Spa facilities compete in the number of services offered and their original character. The objective is securing a good position in the market and being competitive.

Among the five hotels in Lublin offering a wide range of spa services which were analysed only Korona Hotel offered hydro massage and a swimming pool. Similarly to Agit Hotel, this hotel also provided its clients with oriental massage and peloid therapy. The Agit and Forum Hotels were the only ones in Lublin to offer solarium and fitness. Lublinianka IBB Grand Hotel was

also competitive in its offer. Only this hotel offered a spa capsule and chromotherapy. The hotels in Lublin which were examined did not provide three out of the 22 treatments considered, namely Scottish shower, banya, or salt caves.

The offer of particular hotels in Kazimierz Dolny and Nałęczów also included services that gave them a competitive advantage. In Kazimierz Dolny, only Król Kazimierz Hotel offered hydro massage, massage using devices, or music therapy. Only Zajazd Piastowski Hotel had a salt cave. Among the four facilities in Kazimierz Dolny included in the analysis, only these two facilities had a swimming pool and offered oriental massage and aromatherapy. The facilities in Kazimierz Dolny did not offer nine treatments, namely Scottish shower, banya, treatments using low temperature, peloid therapy, a solarium, aesthetic medicine, fitness, chromotherapy, and a spa capsule. In Nałęczów, none of the six facilities analysed offered banya, treatments using low temperature, or a salt cave; however, the services offered by particular facilities can be seen as competitive. For instance, Dwór Nałęczowski Hotel provided its clients with an opportunity to use a Scottish shower, a solarium, and chromotherapy. This facility, Feniks Villa, and W Krainie Alicji Hotel offered a swimming pool, fitness, and a spa capsule. W Krainie Alicji Hotel was the only one providing peloid therapy. None of the facilities in Nałęczów offered banya, treatments using low temperatures, or a salt cave.

The results of the study suggest that spa hotel facilities in the Lublin Province have made use of scientific achievements in physiotherapy and health resort medicine to a great extent. However, the range of the health and beauty treatments offered, including those improving beauty, prove that they focused on forms of treatment supporting wellness and relaxation. The commercial nature of the services offered at spas makes it possible to considerably expand the scope of physiotherapy by introducing methods related to psychotherapy, such as aromatherapy or chromotherapy.

In the facilities analysed, not only were treatments supporting relaxation and wellness important but so were those improving the appearance. This is the objective of various forms of massage, baths, or peloid therapy. In order to attract a greater number of clients, spas often offer treatments adopted from other medical and cultural traditions, e.g. from Chinese, Thai, Indian, or Turkish medicine [9].

It should be emphasised that expanding the offer by introducing modern treatments according to the requirements of the market is not only aimed at obtaining a competitive advantage, but also contributes to popularising health prophylaxis and developing the market of wellness services [31]. Wellness services provided in accommodation facilities are popular not only among tourists but also increasingly with local communities.

### Conclusions

The tourism accommodation base in the Lublin Province was highly diverse in terms of its features. It was dominated by hotel facilities (hotels, guest houses, and motels), whose total number was 133 in 2013. They constituted 46.6 % of the mass accommodation facilities in the Lublin Province, and provided 40.1% of the accommodation capacity in the Province. This type of accommodation base hosted 52.2% of all guests staying in mass accommodation facilities in 2013. Every fourth mass accommodation facility in the Lublin Province was a hotel and 76 facilities were recorded in 2013. They provided 26.5% of the accommodation capacity of the Province. Over the year, they hosted 37.5% of the total number of guests of mass accommodation facilities.

Hotels and guest houses offering spa services in addition to accommodation services constituted 19.5% of the total number of hotel facilities in the Lublin Province. They were particularly

concentrated in the Puławy (Puławski) District (in Nałęczów, Kazimierz Dolny, Janowiec, and Puławy) and in Lublin. The spa hotel facilities differed in terms of their product offer. The most comprehensive range of services (18 treatments) was recorded for Artis Hotel & Spa in Zamość, which has operated on the spa market since 2011. A relatively rich package (14 treatments) was offered by Vitaligs Spa at Dwór Nałęczowski Hotel which launched its spa services in 2001. The most limited selection was provided by Hotel Trzy Korony in Puławy, where only two treatments were available.

The facilities considered in the analysis competed with each other in the number of services offered and their original character. The spa services offered by the hotel facilities in the Lublin Province were presented according to four categories: hydrotherapy, thermotherapy, various forms of massage, and other services. The basic offer in the facilities analysed included three services: classic massage, Finnish sauna, and oriental massage (recorded in more than 20 facilities), i.e. services improving general wellness. The fewest facilities offered treatments using low temperatures, salt caves, peloid therapy, and chromotherapy. Considering the area of concentration of hotel facilities offering spa services, the facilities in Lublin, Nałęczów, and Kazimierz Dolny had a competitive advantage in the Lublin Province.

Forecasts concerning people's perception of their own appearance and pro-health activity suggest that the demand for this kind of services will increase. Spas could become one of the most attractive tourism products in the Lublin Province, creating an opportunity for the general development of the tourism sector. The spa services market in the Lublin Province is an example of a market where innovative activities that enrich the range of products offered to tourists in the Province are undertaken.

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