

**PERSPECTIVE OF DEVELOPMENT OF ACTIVE TOURISM
IN HEALTH RESORTS OF KŁODZKO VALLEY****Roman NOWACKI***Opole University of Technology, Poland,
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Introduction. Many health resorts due to mineral water springs are situated in the mountains or at the feet of the mountains. Geographical position of health resorts surrounded by beautiful nature and their favourable climate are excellent conditions for development of tourism and recreation. Most health resorts develop their activities in order to provide something more than just medical treatment.

Purpose. The aim of the research is define prospects for the development of active tourism resorts in the Kłodzko Valley and analysis of tourists' participation in various forms of active tourism and recreation in a health resort's area.

Material and method. The data which is the basis for achieving the objective of this study was collected at the turn of 2009–2011. The data was gathered by means of an anonymous poll. The research was conveyed among visitors living outside a health resort. The random selection was applied to the investigative test. The study covered a total of 467 persons aged 18 or more, including 164 tourists visitors from Polanica Zdrój, 154 tourists visitors from Duszniki Zdrój and 149 tourists visitors from Kudowa.

Results. On the grounds of the above data it can be presumed that the most frequent cause of tourists' and spa guests' visits in health resorts is the spa treatment (46,2%). Leisure, recreation and being close to nature are also important for people staying in a health resort (21,1%).

On the basis of obtained data presented, it may be concluded that the majority of health resort visitors aged between 36–55 prefer sightseeing, visiting galleries, museums and scenic places and participation in cultural events organised in their health resorts. In the youngest age group of 18–35 years olds the most popular are team sports (tennis, volleyball, basketball, football, etc.) and winter sports (skiing, skating, sleighing, snowboarding, etc.).

Conclusion. The study shows that a lot of tourists willingly take part in exercises and recreation activities organized in the health resorts. The analysis of respondents' answers allows to state that they come to a health resort to cure, relax and use different forms of active tourism and recreation.

Health resorts should offer more and more attractive products in the area of medicine, active tourism, recreation, sport, culture and entertainment. Their offers should include sightseeing tours and educational excursions, hiking and bicycle races, training activities and expeditions at various difficulty levels. Generally accessible sports and recreation infrastructure is necessary, including indoor swimming pools, thermal water pools, rinks, pitches, gyms, fitness trails, well-prepared tourist trails, skiing trails and horseback riding facilities.

Keywords: active tourism, health resort, movement, recreation.