

IP Brochure 2010 – Students' Papers on Spa Tourism

Comparison of Tourism Development Determinants in the European Union and Candidate Countries in the Process of Globalization on the Example of a Concrete Form of Tourism



Education and Culture

Lifelong Learning Programme

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PREFACE

Dear Reader,

The main reason for creation of this publication was an organisation of Erasmus Intensive Programme – Summer School 2010 at University of Prešov in Prešov. A subtitle of the project is identical with a subtitle of the publication and it identifies its specialisation – Spa Tourism.

This publication represents one of the most important outputs of the project. The first one was the Textbook on Spa Tourism 2010 written by an international team of authors particularly for the Summer School. This publication could be entitled ‘the second part’ but in reality it is an integral part of the Textbook and both of these outputs are equal.

The content of the Textbook was identical with the programme of the Summer School. The Brochure is a follow-up to the Textbook and provides the reader with a supplementary information, which creates its additional value.

The submitted publication represents a unique collection of students’ papers written by international team of participants under the supervision of Teacher Team Leaders.

Students’ papers present the diversity of opinions, historical background, facts and understanding of the terms spa and wellness in participating countries. Moreover the papers promote students’ home countries and the state of a development of spa tourism.

The publication is divided into Sections. Each section is devoted to present one of the participating countries. The countries and the students’ names are listed in alphabetical order.

The aim of this publication was to support the students and present the results of their work before and during the Summer School. Moreover, this publication helps to extend the readers’ knowledge within a field of spa and wellness tourism and provides a supplementary material for Textbooks’ topics.

Valéria Talarovičová
Editor

SECTION 1:

AUSTRIAN GROUP OF STUDENTS

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Content of the Section:

**The Thermal Resort of Warmbad with a Focus on the
“ThermenResort Warmbad Villach” by Stefan Kuess**

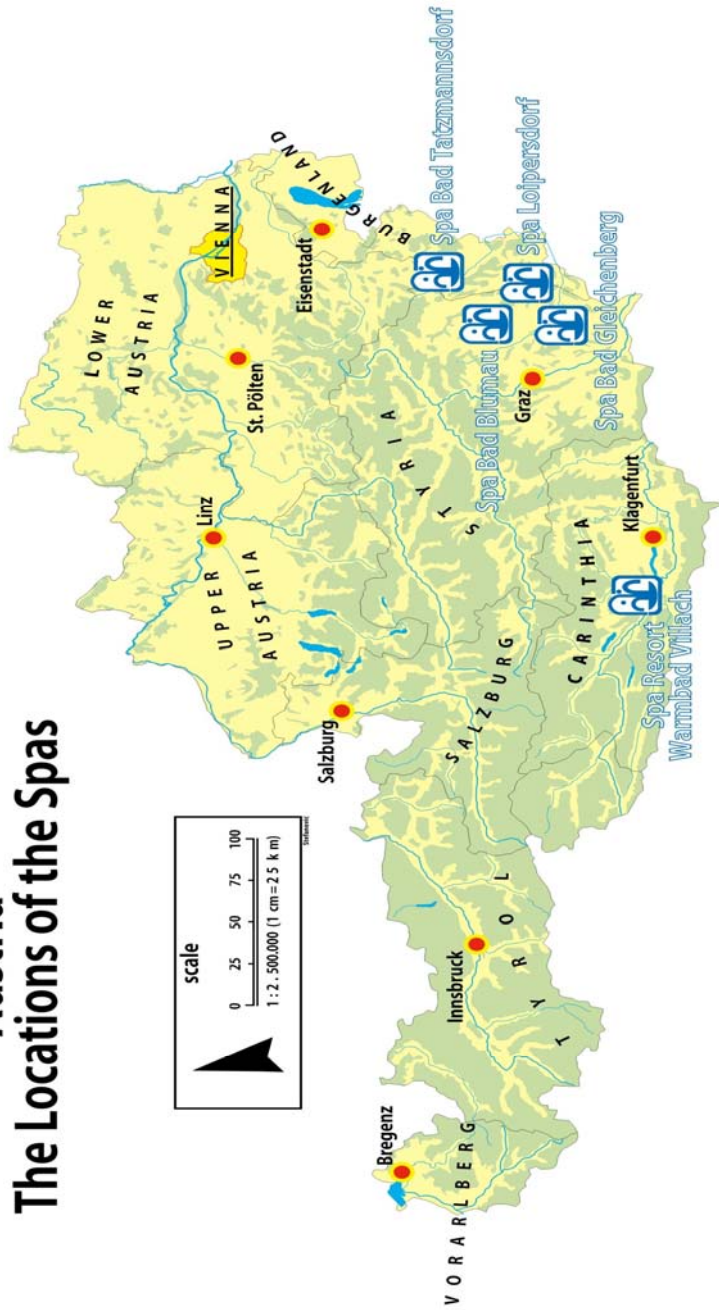
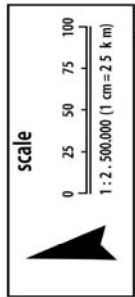
Bad Gleichenberg by Benjamin Rippitsch

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**Bad Tatzmannsdorf - Example for a Traditional Spa in the South East
of Austria by Christoph Neger**

Rogner Bad Blumau by Katharina Helmreich

Austria The Locations of the Spas



The Thermal Resort of Warmbad

With a Focus on the “ThermenResort Warmbad Villach”

by **Stefan Kuess**

Introduction

The thermal spa Warmbad is one of the oldest and most traditional thermal resorts in Austria. Warmbad, which is a district of the second largest town in Carinthia named Villach dominated by touristic arrangements that had developed for hundreds of years because of the local thermal springs. The strong impact of these springs on the surrounding environment is even reflected in the district’s name, which means nothing else than warm bath.

Today it is known that already the Romans took use of the springs that come to light on several different spots in Warmbad. Also during the mediaeval times many travellers that passed Villach stopped in order to enjoy the springs for a short time. In the late 16th century the proprietors already offered a hostelry for the passing travellers. Since that time the bath tourism developed from an initially uneconomical additional occupation to a flourishing business in the 19th century, until today. The thermal spa that is mainly dominated by the enterprise ThermenResort Warmbad Villach, is one of the biggest and most versatile of its kind in Austria nowadays.

The aim of this paper is to give an insight into the thermal spa with a special focus on the above mentioned enterprise. The first part of the paper deals with the ThermenResort Warmbad Villach itself and describes the resort and its offers for spa tourists concerning cure- and medical issues. Moreover, the investments in a new hotel and pool are described.

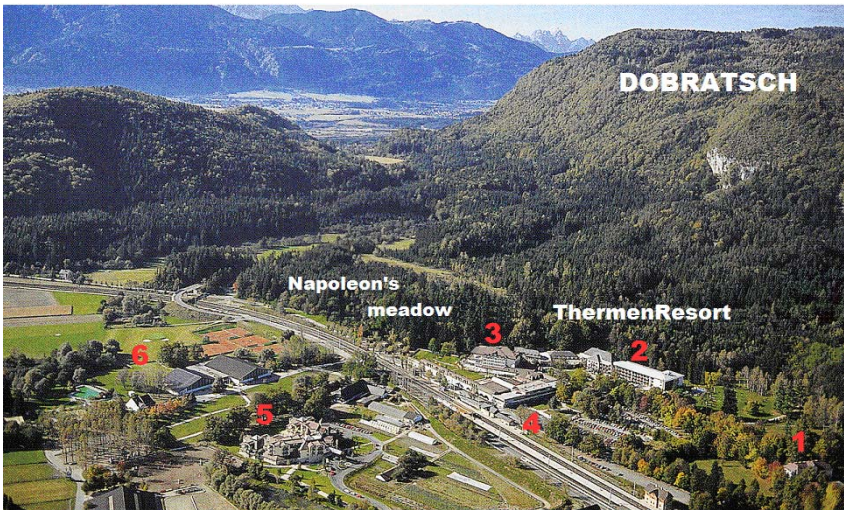
The next part deals with geographic aspects and gives answers regarding the appearance of the springs and the thermal water’s attributes.

In the third chapter the historic development of the spa is described, beginning with the first use of the springs during the Roman era until today. The fourth chapter gives a short insight into the spring’s influence on the whole district of Warmbad.

The “ThermenResort Warmbad Villach”

The health resort of Warmbad is dominated without doubt by the ThermenResort Warmbad Villach that can be considered to be the most versatile thermal spa in Austria. The resort is a traditional family-enterprise with an emphasis on orthopaedic-, rehabilitation- and cure issues. (MAYERHOFER 2007, p. 41)

The ThermenResort Warmbad Villach can be divided into two parts. One part covers cure issues while the other part provides medical offerings. The aim of the several resorts is to specialise on a specific guest segment and to offer a broad supply for people of different ages and with different interests. To reach this aim, every guest can combine any offering within the resort and therefore can enjoy an individual stay at Warmbad. (LEITNER 2005, p. 63)



Picture 1: An arial view of the thermal spa towards the southwest shows the Josefinenhof with the cure park (1), the Warmbaderhof with the cure house (2), the Karawankenhof (3), the Erlebnistherme (4), the Thermenhof with the orthopaedic hospital (5) and the Zillerbad with golf course and tennis courts (6) (Source: PROBST 1999, p. 15, modified)

The cure-touristic offerings at Warmbad

The touristic offerings at Warmbad mainly consist of three hotels and a swimming bath, namely the Warmbaderhof (*****), the Karawankenhof (****), the Josefinenhof and the Erlebnistherme.



Picture 2: The five-star Warmbaderhof (Source: www.warmbad.com, 05/25/10)

The five-star *Warmbaderhof* is the oldest and finest of the above mentioned houses and is well known for its wellness and beauty offerings. The Hotel has an own wellness area with a Finnish sauna, a steam bath, beauty centre as well as an indoor and outdoor pool. Moreover the hotel has direct access to the primal thermal pool (see picture 17) that is unique because the warm water bubbles up from the bowels of the earth through the pebble floor. (www.warmbad.com 05/25/10)

In addition to the exquisite wellness area the hotel is known for its delicious cuisine that has already been honoured with several prizes.

The *Warmbaderhof* also offers its own therapy department which is run by a team of highly qualified physicians and therapists from the spa health centre. There the guest can make use of several applications to heal up defects of the locomotor system as well as therapies after orthopaedic surgeries. (LEITNER 2005, p. 65) The *Warmbaderhof* offers 183 beds in 114 rooms and it has 192 employees. Every year about 40,000 to 45,000 guests visit the hotel. In 2005 the house recorded a utilisation of 71 per cent. (MAYERHOFER 2007, p. 46) The guests mainly come from Austria (80 %), followed by the Italians (11%) and the Germans (7%). The main reason for which clients visit the hotel is to recover or to use the cure supply. To reach this aim, they primarily prefer to

use swimming baths or to enjoy the surrounding nature. Also if the hotel offers several sports activities such as tennis, golf and fishing only a few guests take use of these programmes. This fact can surely be explained by a rather high age of the visitors: More than 50 per cent of them are older than 60 years. (MAYERHOFER 2007, p. 63-72)

The Karawankenhof (****) is located opposite the Warmbaderhof and it used to be a hotel with emphasis on family holidays with a wide range of active sports activities. The Karawankenhof as well as the Erlebnistherme are currently being (May 2010) reconstructed and will be reopened in 2012.

The Josefinenhof is located in the spa park and it has belonged to the firm ThermenResort Warmbad Villach since its large renovation in 2003. The hotel benefits from its location directly in Warmbad's picturesque park that is well known for its alley of chestnut trees. The hotel also has its own wellness area with an indoor pool, a tepidarium and a well-equipped fitness room.

All of the above described hotels also offer a wider range of sports activities. The hotels directly border natural forests that invite people to hike, run or ride the bike. Additionally guests can make use of a riding- and golf school or the nearby golf club. (LEITNER 2005, p. 66-67)

The medical offerings at Warmbad

As already mentioned the ThermenResort Warmbad Villach also consists of a part that offers medical treatments. One of the facilities that offer these services is the Sonderkrankenanstalt für Orthopädie (hospital with an emphasis on orthopaedic issues) that was built in 1992. The hospital belongs to Villach's city hospital and is connected with the hotel Thermenhof. In combination both facilities offer curing and post-treatment after orthopaedic surgeries under the guidance of competent (medical) personnel. The own thermal spring allows patients to make use of the healing water in order to heal up more efficiently. The traditional but modern cure house (Thermal Kurzentrum) contains the famous original thermal pool and therefore can be considered as the heart of the resort. Next to its pools one can enjoy professionally accomplished massages or medical gymnastics. Furthermore the cure house is equipped with a laboratory with roentgen- and ultrasonic machines where patients can be examined.

In connection with the distinctive thermal water the cure house specialises in healing diseases concerning the locomotor system, muscles, blood flow, overweight and stress.

Since the ThermenResort Warmbad Villach is bound by contract with the governmental health insurance, many cures are prescribed by medical doctors after operations or medical treatments. In case of a stationary and prescribed cure, patients are accommodated in the Thermenhof.

The renovation of the Karawankenhof and the Erlebnistherme

Already in 2006 the owners of the Erlebnistherme as well as political heads of Villach and Carinthia discussed a total renewal of the Erlebnistherme in Warmbad. After an architectural competition and several concepts a plan was presented that provided a renewal of the Erlebnistherme as well as the Karawankenhof. The new

hotel will cost 11 million euros and it will put emphasis on family and business holidays. The building will be connected with the new Erlebnistherme that will cost approximately twice as much as the Karawankenhof. The Erlebnistherme will offer a wide range of wellness activities such as a huge waterscape with several pools, saunas, steam baths and a hammam. Furthermore the bath will offer a generous beauty and fitness centre with many applications. (www.warmbad.at 05/25/10) The project has received a government subvention of 28 million euros.

Organisation and statistics

The ThermenResort Warmbad Villach is a limited company and was consolidated in 1999 in the umbrella brand of the same name. The resort has 540 employees which are mainly from the region or at least from Carinthia (90%). With a total utilisation of the rooms of 74.5 per cent the 800-bed-resort ranks among the most successful touristic enterprises in Austria, accommodating 225,000 guests every year. The main aims of the resort are to fulfil all of its visitor's wishes concerning orthopaedic-, rehabilitation- and cure issues. In order to reach this target each employee is carefully trained to act and think in the favour of their guest's wellbeing. (MAYERHOFER 2007, p. 41)

Conclusion

As a place with a very long tradition, Warmbad's spa is one of the most prestigious thermal spas in Austria. The use of the springs can be traced back to the Roman era and already during the 16th century guests could be directly accommodated in a hostelry next to the bath. After centuries of ups and downs the spa developed into one of the most versatile of its kind within and beyond Austria's borders. By now the ThermenResort Warmbad consists of several hotels, cure houses, pools and even a private hospital. Since these facilities

offer a wide range of recreation possibilities to their guests, the estate is not only attractive for people who want to recover or relax. Hotels like the Karawankenhof attract mainly young holidaymakers or families with a preference for fun-activities.

Especially during the mid 20th century Warmbad was not only defined by its hotels like Warmbaderhof or Josefinenhof managed by one and the same family but also other people and families offered neat rooms to guests from all over Austria and Germany, who stayed in Warmbad during the summer and enjoyed the local thermal springs.

Currently Warmbad is undergoing a radical change. One of its most important facilities for daily visitors, the Erlebnistherme (as well as the Karawankenhof) is being totally renewed in order to be competitive and attract further tourists.

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Bad Gleichenberg

By **Benjamin Rippitsch**

1 Introduction

This case study is designed to provide the reader a brief outline of Bad Gleichenberg's health and spa tourism from its past to present. However, the destinations' latest performance is of greater interest, given the fact that Spa & Health tourism in South-Eastern Austria has evolved into a highly competitive field. This work will therefore emphasize developments that have been in progress to reorient Bad Gleichenberg to a multi-functional destination that is serving a new and transformed tourism market. Because of the lack of support from the local tourism board and enterprises, this paper relies entirely on literature, statistics and field inspections.

2 Physical-Geographical Factors

2.1 Location of Bad Gleichenberg

Politically, Bad Gleichenberg is located in the administrative county of Feldbach within the federal province of Styria. With an elevation of approx. 317 meters above sea level, the municipality, which was first recorded in 1185, counts a population of 2,205 as of 2009 (Gemeinde Bad Gleichenberg: Allgemeine Informationen, May 18). Its name derives from a castle named 'de Glichenberch', which was located on the Gleichenberger Kogel that was named after the settlement and its castle (Kernbichler 1990, 11-12).

2.2 Geology

The surrounding landscape is embossed with rifts, hills (some of which are dome shaped) and anticlines that are characteristic to South and Southeast Styria. Because of a single-edged side and a depth erosion of rivers as well as sinking of some local clods and solifluction, the area around Bad Gleichenberg is marked by deep rifts and a valley asymmetry that appears in a form of steeper hillsides to the East and flat, soft ones to the West.

The typical hill formation is only over-topped by volcanoes that account for the Gleichenberg volcanism, a shield type of the Miocene and Pliocene. Today, most of it is covered under accumulations, the visual parts have been eroded to

a dome shape. The valley floors are characterized by patios that were formed during the warm periods of the ice ages (Kernbichler 1990, 25-29).

First volcanic activities in the area can be traced back some million years from now. Then the area was on the edge of a low mountain range, whose crest was stretching towards a sea that was covering parts of what today is Southern Austria, Hungary, Slovenia and Croatia. Solidified lava of the submarine volcanism formed the first Gleichenberger Kogel that reached an altitude between 1500 and 2000 meters. Due to erosion (wind, precipitation and surf) the first volcano was considerably reduced in size and submerged into the sea. That gave sea organisms the opportunity to build reefs on the sunken volcano, which are still found in the geology of today. Later, the shelf-sea was totally covered by accumulations from the alpine formation. At that time (Pliocene) the volcanic activity commenced again and caused basaltic lava to surface at a high pressure. Today remains of the volcanic ash can be found in the form of volcanic tuffs. Gleichenberg itself was the center of the eruption that developed the two twin shield volcanoes that are visible today, the new Gleichenberger Kogel and the Stradner Kogel (Brusselle et al. 1950, 36-42).

In consequence of the above as well as uplift forces, the local geology shows a variety of material of different ages that range from the oldest crystalline rocks, to marine sediments, sodium based volcanic rocks (first eruption), tuffs (second eruption) to accumulations that include clay, sands, pebble and brash (Kernbichler 1990, 19-21).

2.3 Climate

Southeast Styria is regarded as a transition region that is heavily influenced by both Pannonic (continental) and Mediterranean climates. Thus the Bad Gleichenberg area cannot be assigned to one of the typical three Austrian climate regions.

The continental influence also reduces oceanic weather influence and thus hill exposures can be neglected. It also provides the region with lower precipitation than the province's average. Most precipitation is recorded in summer (due to the collision of cold and warm fronts, thunderstorms are likely in the area) mostly caused by an influx of humid air from the Adriatic Sea as the Alps in the North shield the area from most of the Atlantic weather. Compared to its municipal neighbors, Bad Gleichenberg is experiencing a higher rate of average precipitation that can be explained by the local relief and higher rates of air humidity caused by the fact, that volcanic rock have a lower albedo and thus heat up to a higher rate than usual rocks of the area.

Although precipitation is at its maximum in summer, Bad Gleichenberg also reaches its maximum percentage of possible sunshine in August (60%). This is caused by the fact that precipitation is mostly caused by thunderstorms that develop during warm days and secondly, that the valleys are subject to inversions and therefore experience a considerable amount of foggy days during the winter months. Temperatures reach their maximum in summer when days can be really humid and sticky. At their low, temperature frequently drops below the freezing point (Kernbichler 1990, 36-44 & Brusselle et. al. 1950, 43-45).

BRUSSELLE et al. (1950) suggest that the moderate, warm and humid climate particularly qualifies for the treatment of respiratory diseases. Besides the medical factors, the climate also has other considerable influence on the local tourism development, which shall be explained at a later point.

2.4 Source Chemistry

The chemical composition of the water is strongly influenced by the local geological occurrences. Hence Bad Gleichenberg's water is rich in carbon dioxide that is originating from reminders of the volcanism down in the deep layers. Those carbon dioxide gases make their way through fissures to the aquifers where they mix with ground water approx. 300-500 meters below the surface. Being enriched with carbon dioxide, the water becomes an excellent solvent as it circulates through fissures along the geological formation of different depths. It takes up several typical local minerals that finally build the composition of the certified natural remedy. Those key minerals are sodium, potassium, calcium, lithium, iron, iodine and magnesium.

The water surfaces at five springs, namely Johannis Brunnen, Konstantin Quelle, Emma Quelle, Klausen-Stahl-Quelle and Badhaus Quellen (comprised of three springs that surface on the sanatorium's premises. Among them is the oldest source used for cures in the area, the Roman spring). The chemical composition of the water remains quite constant. Minor variability is only recognized in the level of carbon dioxide concentrations.

Their unique composition enables the cure guests to use the water as remedy for respiratory and digestive diseases. Furthermore the water is said to have a positive influence on blood pressure, thyroid as well as the bladder. Cure practices range from drinking to inhaling and bathing (Brusselle et al. 1950, 17-36 & 46-60).

3 Historical Background

The oldest relicts of settlements were found in 1872, that gave evidence that some 5,000 years ago, the area around Bad Gleichenberg (at that time covered with swamps) was settled by ancestors of the kelts that lived in crannogs. Further discoveries suggest that the actual kelts arrived in the 3rd century B.C. By the 1st century A.D., the area had become part of the Kingdom Norikum, which later was annexed as a province of the Imperium Romanum (Kernbichler 1990, 48-50).

The discovery of a source frame made of stone, which dates back to the Roman Empire, suggests that the natural remedy of Bad Gleichenberg's water was already known at that time and that drinking cures were performed. With the invasion of Germanic tribes the cohesion of the empire was no longer given. The break down of the Roman Empire also caused the knowledge of the natural remedy of Bad Gleichenberg to disappear. So did the entire Roman bath culture, which was only practiced in the East Roman Empire and the later Ottoman Empire before it was rediscovered in the Renaissance (Kernbichler 1990, 50-51).

In the 6th century, Slavic settlers arrived, which today can be recognized in many persistent names. Hungarian tribes followed and pushed the Slavic settlers further West. Although the area became Frank territory in the 9th century, Bad Gleichenberg's surroundings remained an outpost and were not secured until 1043, when East-Styria's boundaries were extended and officially set. It was not before the 12th century, that the area got settled by Bavarian colonialists. The settlement Gleichenberg itself was first recorded in 1185, as a settlement near the castle Alt-Gleichenberg (Kernbichler 1990, 52-53).

In the 18th century research on the natural remedy of the local water recommenced. Dr. von Gleißner was the first to analyze the water of the Konstantin source back in 1772. It was then, when its importance for cures was discovered. In 1833, the governor of Styria, Reichsgraf von Wickenburg, was informed about the medical and touristic potential of Gleichenberg by a doctor from Graz. He then decided to open a sanatorium in Gleichenberg. At first the area needed to be drained to be useful for construction. During 1834 and 1837, several houses, roads and walking trails were constructed until finally in 1837 the first tourism season was opened.

Gleichenberg is a perfect example for a naturally grown health resort. The developments of the 19th century led to the formation of a new town that was then named 'Curort Gleichenberg'. At its center remains till the very day the cure park that offers guests the opportunity to rest and walk in a car-free, green environment. Scattered around the park are the oldest parts of the resort, plenty of villas constructed in Biedermeier style which were built in the first construction boom that phased out by 1849. A growing demand for treatments triggered the second boom lasting from 1870-1879 when seven more villas were added to the complex as well as a theater, which today functions as a movie theater, and the cure house itself. The third important era of the expansion was between the two world wars, when infrastructure was further upgraded and expanded. At that time, several social insurance companies built their sanatoriums, which are still in use today. Finally in 1926, the federal province of Styria awarded Curort Gleichenberg the title 'Bad'. Hence it has been called Bad Gleichenberg ever since. The towns of Gleichenberg and Bad Gleichenberg remained two separate municipalities until they decided to merge in 1968.

The First World War had an enormous effect on tourist arrivals, however touristic operations remained available. Following the war, a rather short-lived boom followed before the world economic crisis and the Second World War totally disrupted the development. The resort's infrastructure suffered substantial damage during the bombardments of the allies. Therefore only a reduced capacity was available for the touristic relaunch between 1945 and 1948. Hand in hand with the general reconstruction, Bad Gleichenberg experienced a new boom. Infrastructure was gradually expanded and refurbished. By 1974 a new mineral-thermal spa was opened, which was later expanded by outdoor pools (Kernbichler 1990, 98-103).

In the touristic year of 1969/1970, Bad Gleichenberg reached its highest level of overnight stays, counting 343,361 guests. Since then, figures have been well below that peak. After a century of decline, from the 1980s onwards the resort experienced rather stable figures that can be explained with the stable demand for cures paid by the social insurances. Thus this paper suggests that guests accounting for wellness and individual cure tourism (self paid) choose not to favor the destination. Bad Gleichenberg's location in the midst of modern and well-equipped health and spa-resorts is aggravating the acquisition of additional guests segments. In the years before 1999, when the provincial government took over the majority of shares of the cure agency, investments were limited to essential infrastructure maintenance. Only with the recent refurbishments, and constructions a relaunch should commence, that aims at

shaking off the 'dull and ill' image. Meanwhile a variety of stakeholders have put in a great deal of effort to stabilize and reposition the brand. Some incentives included the construction of a conference center, a golf course, the Styressic Park as well as the establishment of a tourism education cluster that is comprised of a secondary tourism college and a university of applied sciences (Eder 2004, 833-834).

4 Recent Developments

As discussed in chapter three, Bad Gleichenberg reached its peak in overnight stays in the touristic year of 1970. Since then, figures have been declining. Fig. 1 outlines recent overnight stays that show a very clear connection to Austria's overall economic performance. It seems that figures follow, with some delay, the booms and bust cycles of the economy with major busts between 1991-1993, 1995-1996 and 2002-2003. This is not very surprising, given the fact that the majority of all guests originate from Austria (approx. 94 %) (Statistik Austria 2006, 231).

The downward trend between the years of 2003 and 2006 can rather be explained with the lack of investment, the outdated infrastructure and a dying village core. At its long-term low in 2006, when only 180,387 guests were accommodated, a private investment group decided to buy out the public shares of the spa to invest 60 million euro into an all new wellness and health spa with a 4* hotel attached. When opened in 2008, the private Life Medicine Resort presented the public with a spa of the 21st century. The architects Jensen & Skodiv from Norway designed a state-of-the-art building with countless wooden and glass elements to live up to the unique historical setting. The design clearly negates hospital flair and communicates the modern approach to cures and wellness: top medical services in a hotel setting. All services are multifunctional and can therefore be used by day-trippers, ambulatory guests and individual cure tourists as well as traditional cure tourists (Life Medicine contracts the social insurance for agricultural employees). Nevertheless, the management sets its priority to individual, self-paying cure guests that seek rehabs in the field of respiratory, heart and skin diseases (der Standard, April 29, 2008).

The new Life Medicine Resort has been the priming for projects to follow. A local inspection assured me, that other investment programs are on the run as this paper is being written. With the new multifunctional spa at its heart, Bad Gleichenberg now has the chance to build its future on a more diversified tourism, marketing its core medical competences and mixing its long tradition,

medical reputation and splendid landscape with high quality tourism services ranging from therapies to lodging, dining and general infrastructure. It has become the resorts' foremost priority to get rid of its old image that has been around for too long.

MÜHRINGER (2006) revealed a survey amongst the local population, Austrian doctors and guests of Bad Gleichenberg, granting the resort a rather bad image, especially in terms of infrastructure. The polls showed that both local population and doctors have a negative image in mind. This is particularly important as doctors transfer cure guests to the resorts, they regard as suitable for the patients treatment. Both groups stress the need to adapt and refurbish infrastructure as well as to expand cure services. However the quality of medical services is regarded to be excellent. The accommodated tourists surprisingly tend to have a positive image in mind, upon leaving Bad Gleichenberg. Still they wish for a broader spectrum of therapies as well. MÜHRINGER (2006) argues that it is highly advisable to approach doctors and conduct marketing to show the process of change that has happened in recent years towards a relaunch of the resort, not only as a traditional cure destination but as a high quality destination of tranquility, pleasure and well-being. The implementation of the educational cluster around the Secondary College for Tourism Related Professions should be integrated as well. The author regards it necessary to cooperate with tour operators that have just begun to expand in the growing field of health tourism. Medical Know-how and local tradition as well as the superb park landscape around the spa are recognized as major potentials and thus need to be emphasized in the new destination marketing. According to MÜHRINGER (2006) the first step towards a new, modern and sustainable image has already been taken with the construction and refurbishment of the spa (Mühringer 2006, 104-113).

GLETTLER (2006) defined Bad Gleichenberg as a “giant waiting to be waked”. He underlines the great potential of the resort in terms of medical image, landscape, tradition and charm. However he highlights the pressing need to diversify the touristic base of Bad Gleichenberg. Traditional cures might be a solid base at the time of writing but experts forecast, that social insurances will cut back grants for cures in near future. Cost sharing has already become a usual practice and it seems as if the system is working towards higher shares, shorter durations of stay and strict regulations governing the right to consume a cure. This trend has already started decades ago, which can easily be seen in the average length of stay. In 1986 it was 15.1 days, while in 1996 it has already decreased to 11.2 days and finally reached 7.2 days in 2006 (Statistik Austria 1986/1996/2006). Hence the tranquil and remote

location of the resort, GLETTLER (2006) suggests to additionally specialize in the growing field of neurological disorders, sport rehab and the business/management segment (burn out treatment, recess, etc.). He further advises Bad Gleichenberg to seek cooperation with the local hospital in Feldbach, in order to enhance the medical support and services (Glettler, 2006, 81-97).

GLETTLER (2006) argues that only those who offer new, innovative and highly specialized services, will be able to succeed in the long-term environment of such close competition as seen in the area of South-Eastern Austria, Hungary and Slovenia. When it comes to destination management, Bad Gleichenberg is lacking a common marketing tool and strategy. Although cure tourism is the core of the destination, Bad Gleichenberg has developed a series of brands (gastronomy (Buschenschank), sports (golfing), conference site, education cluster, day tripper destination (Styressic Park), etc.) that can be associated with it. This pluralism of images might hinder a common conception of the destination. Additionally it has been noted, that Bad Gleichenberg is lacking an “integration person”, someone who mediates between all stakeholders. GLETTLER (2006) further suggests an upgrade in the touristic infrastructure surrounding the spa to on one hand provide alternation to long-term cure guests (theater, movie theater, shopping and gastronomy infrastructure, etc.) and relaunch to the degrading town center and on the other hand to secure facilities for sports (a modern (!) golf course, hiking trails, etc.) and recreation (incl. gastronomy that is in need of improvement) as well as services that attract day trippers (Styressic Park, Combo-Packages with Spa, etc.). Finally he notes that, despite the positive effects of Bad Gleichenberg being a remote place, an efficient public transport link and sufficient parking lots are a must in order to remain competitive (Glettler 2006, 98-107).

The all new Life Medicine Resort is trying to reach the day-tripper segment with special day rates that incl. lunch or dinner. Given the fact, that the spa does not intend to offer adequate infrastructure for “adventure-wellness” (e.g. water slides, kids areas, etc.), it will be quite hard to grow in this sector, as competition is strong, especially from the cheaper spas of Hungary and Slovenia. To improve the competitiveness in the individual, sport and day tourism sector, Bad Gleichenberg has worked on several projects that include a golf course (already outdated), hiking trails and the Styressic Park, an educational Park for children and teenagers to learn about the dinosaurs, opened in the early 1990s. Today the park includes an own tree hotel (tree houses). The importance of sectors, other than cure tourism is high, which can

be seen in the resorts seasonality. As the winter months are not favorable for other kinds of tourism, guest figures usually experience a low in late fall and winter. In 2006, 73,544 overnight stays in winter faced 106,843 stays in the summer and spring months. Despite its neighbors, namely Slovenia and Hungary, Austrian spa tourism is a strong national domain. With 5,6 % of foreign guests, Bad Gleichenberg ranks in the bottom section (Statistik Austria 2006, 231).

Therefore tourism marketing in Bad Gleichenberg is targeted at Austrians and Germans (who make up the majority of foreign guests) and a particular emphasis is on tradition, landscape, recess, remote location and well being. Unfortunately, the resorts' excellent medical reputation and the all-new individual cure products are not effectively communicated. This is particularly surprising, as investors have pushed millions in the relaunch and upgrade of the spa to specialize and give the resort the power to compete. A public, central marketing office (Tourismusverband Bad Gleichenberg) exists that joins the overall marketing brand "Vulkanland" (Tourismusverband Region Bad Gleichenberg 2010).

5 Conclusion

Bad Gleichenberg, a destination in transition between tradition and modernity. This paper was outlined to provide the reader a quick overview and understanding on basic facts and developments of Bad Gleichenberg. Based on the input provided, the following SWOT-Analysis aims to summarize the resorts present situation, its potentials, opportunities, weaknesses and risks. It is important to stress the fact, that the tourism development in Bad Gleichenberg is essential to the municipalities' economical performance. Its remote location in a highly agrarian, structurally weak setting makes it difficult to attract other kinds of investments. The majority of jobs available in Bad Gleichenberg are either directly (hospitality- and gastronomy sector) or indirectly (retail sector, education) linked with tourism (Statistik Austria: Bad Gleichenberg, May, 29).

Strengths
<ul style="list-style-type: none"> • Excellent medical reputation • Beautiful landscape • Favorable climate • Education cluster • Resort layout (park, architecture) • Long tradition / history
Weaknesses
<ul style="list-style-type: none"> • Poor infrastructure for winter activities, indoor sports, “adventure-wellness” • Degraded town center • Lack of shopping and entertainment facilities • Unfavorable public transportation link • Parking • Brand plurality
Opportunities
<ul style="list-style-type: none"> • Centralized marketing of the Vulkanland region • Diversified guest segments (individual cures, day-trippers, sports tourism, conference tourism, etc.) • Adaptation and refurbishment of old villas • Recess and treatment for business managers (needs excellent infrastructure i.e. golf courses, gastronomy, etc.)
Risks
<ul style="list-style-type: none"> • Changes in cure regulations and reimbursement for patients • No clear specialization, lack of marketing • Competition with other resorts in and around Austria

Tab. 1: SWOT-Analysis of Bad Gleichenberg (own outline)

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Spa Loipersdorf

The „primeval spa“ of the Eastern Styria and Southern Burgenland spa region Stefanović Bojan

Summary

Austria is economically, despite of its relatively small size, one of the top tourism destinations in the world. Consequently, tourism is a fundamental economic sector. The health sector has emerged in recent years as a major growth market in the tourism industry. Health consciousness is becoming more and more important. As a result, the health tourism can be regarded as a growth engine for future tourism developments.

As a milestone in the spa tourism industry for Austria, the “greenfield investment” in the late 80s can be considered as “the forerunner” for the later developments in this sector. As a result of the “greenfield investment”, between 1980 - 2009 approximately 30 thermal projects were realised almost exclusively on completely new sites, particularly in the eastern Austrian federal states.

According to micro-census by Statistics Austria, a quarter of all Austrian short-trips were spent in the Styrian spa region, which is today, with its five attractive thermal stations Bad Waltersdorf, Bad Blumau, Bad Gleichenberg, Bad Radkersburg and Loipersdorf as „Urtherme“ one of the most successful tourist region of Austria. "Urtherme", which can be translated as the „primeval spa“, is considered a top vacation destination spa in the region. As the leading company of tourism in the region, it was the premise of Loipersdorf that created a vital and health-conscious generation of thermal spas - in Austria and across the borders of the country. It's necessary to point out, the spa Loipersdorf is considered to be the first of all Austrian spas.

Introduction

This work gives an insight into the origin and development of the spa Loipersdorf. The work is divided into two chapters. The first chapter describes geographically specific factors and its history of origins. The second chapter comprises a detailed summary of the development of the spa. It describes a concept of Loipersdorf and the sustainable impacts in the municipality Loipersdorf bei Fürstenfeld.

The Spa Loipersdorf has developed in the heart of gently rolling hills making Eastern Styria an exceptional holiday destination. The Spa Loipersdorf has existed since 1978, when the „Schaffelbad“ was opened in a very simple

design. It has been continuously expanded, enlarged and upgraded. With wide selection of hotels and boarding houses Loipersdorf counts as one of the best spas in Austria.

A newspaper article in May 1979 headlined „Fitness and Rehabilitation in Loipersdorf“, briefly summarised the direction this spas was heading to, already during its construction. A medical concept. The second pillar should be the health awareness, the leisure facilities and the curative effect of the spa, plus the natural environment.

The geographical location of district Loipersdorf bei Fürstenfeld

The municipality Loipersdorf bei Fürstenfeld is a small village surrounded by green and gentle hills, with an old baroque church from the year 1768 in the village centre. With a total area of 17.7 km², the municipality has 1,367 inhabitants (2009)⁴. It is located in the East of the Styrian capital Graz, the town is adjacent to Burgenland. The town is located on the south-eastern edge of the Eastern Styrian Basin. This basin is known as tertiary Styrian Basin and is part of the great Pannonian Basin (cf. WIESLER 1991).

The distance to Graz is 65 km, and to Vienna 180 km. Both cities have an airport with regular flights (which are of little importance concerning the arrivals at the spa resorts). A highway connection to the municipality is not directly available, but close to the West, there is the South-Highway A2 (Vienna – Graz).

The geographical location of spa Loipersdorf

The spa Loipersdorf is located about 4 km outside the village itself on a hill at about 350 m above sea level. The spa facility was built in the immediate vicinity of the two hot springs Binderberg and Lautenberg. The thermal resort was integrated into a hillside, overlooking a curve in the direction of west-east extending hollow (cf. WIESLER 1991).

⁴ Source: taken from Land Steiermark, Access: May 2010
(<http://www.verwaltung.steiermark.at/cms/beitrag/10058457/1522831>)



Figure 1: Aerial view of the spa Loipersdorf (Source <http://www.presetext.at/>)

The history of origins of spa Loipersdorf

In February 1972, the oil company (Rohöl AG) followed the municipality's intention to operate in the locality of the deep drilling "Binderberg I". The underground base consisting mainly of Paleozoic rocks might have been an „oil-geological-interest“. In June 1972 the drill force of the "oil company" arrived in Loipersdorf and started working on the Binderberg and established a drilling site. Drilling began on 18 June 1972. The borehole "Loipersdorf I" (Binderberg) was located in the valley of Weichselbaum (Burgenland). On 10th July 1972, at the depth of 1,100 metres they came across 62 degrees Celsius hot water. In the depth of 1,700 metres there was found a gas bearing layer (CO₂). Consequently, two basic conditions for the use of the thermal water were given: a „thinning of the crust“ and / or water conducting layers. The higher temperature is because of the rise of water and CO₂ from the deeper layers of the Fürstenfeld basin. The second drilling of „Loipersdorf II“ (Lautenberg) was only 516 meters away and reached the same water containing layer at a drill of 1,097 to 1,172 meters. An analysis of the water showed the salt content mixture similar to Moravce (today Slovenia, former Yugoslavia). It is a sodium-chloride-hydrogen-carbonate thermal bath with a composition similar to sea water (6% salinity), which is perfect for the treatment of women diseases and movement disorders. (VII. SPA LOIPERSDORF – TOURISM)

After intense and careful investigation and discussions the Styrian government decided together with 11 municipalities of the region to establish a health resort. This establishment connected several ideas:

- economic boost of the region
- the establishment of a spa with a focus on rheumatism and the creation of a rehab
- a number of Austrian tourists visited spas in the neighbouring countries

On the 13th December 1972 there was an information event about the spa. On the 17th January 1973 a meeting of the shareholders was held in the Chamber of Agriculture in the district of Fürstenfeld, and it was aimed at the valorisation of the spa Loipersdorf. The committee had the task to coordinate the necessary preparations for the valorisation of the spa. The Styrian government had already secured the well and the 4,300 m² of the territory surrounding it. It had furthermore conducted the water rights negotiations and initiated the approval for the spa. In June, 1975 the company with limited liability „Loipersorf Spa“ was founded. 85% belonged to Styria, 15% belonged to the nine municipalities around (Altenmarkt, Blumau, Stein, Übersbach, Großwilfersdorf, Ilz as well as Unterlamm each with 1% interest, Söchau and Jennersdorf had 2%, Fürstenfeld had 3% and Loipersdorf had 4%). The constitutive meeting was held in Graz 1975. The main goal was the realisation of a spa in two steps. First step should create a recreation area with pool spa as well as an indoor spa, sunbathing areas, sports facilities, sauna and a restaurant. The second step was to build a Kurmittelhaus with a hotel, a park, and additional restaurants, hotels, guesthouses. In July 1977 the notification of the Styrian Government defined Loipersdorf as a „sodium-chloride-bicarbonate-Therme“. The official name was „Therme Loipersdorf“ and it included the drilling of Loipersdorf I (outlet temperature 48.6°C) and Loipersdorf II (outlet temperature 60°C).

On the night of the 24th September 1983 the ground and the basement of the spa were destroyed in the „Jahrhundertbrand“ from Loipersdorf. Luckily the technical equipment was in the basement and thus it did not destroy the water park. Once the damage of 205 Million Schilling (14,9 Million Euro) was covered by the insurance, the reconstruction started in August 1984. The reconstruction of „Therme II“ was with 208 Million Schillings (15,1 Million Euro) cheaper than the first one and the construction time of 49 days was shortened too. (VII. SPA LOIPERSDORF – TOURISM)

The concept of spa Loipersdorf

The construction of the spa started on the 21st September 1979. And the project was financed in the following way: the capital stock was 80 million schillings, 60 million schillings was a loan by the ÖHT (Austrian Hotel and Tourism Bank). The Styrian governance provided 40 million schillings for a period of 5 years after the construction. The total costs were 483 million schillings (nearly 35 million euros), where 300 million was spent on the construction of the spa, 150 million was used to enhance the infrastructure (electricity, telephone, water supply, and so on) the remaining 33 million was the fees charged by an architect. The major of Loipersdorf was looking for the ground to construct a hotel. In the press the high construction costs of the spa were criticised. The completion of the Spa was seen as an essential goal for the whole municipality and the district. Since 1984 the number of employees at the spa has increased by 150 %. In 1999 there were about 70 % of full-time employees, 20 % of part-time workers and 10 % of apprentices.

In the beginning of the 90s there were some ideas about selling the spa. The profit of this sale should be used for other tourism projects. The construction of the „new-schaffel bath“ started in July 1995 and already 11 months afterwards the Schaffel bath was actively used. The construction cost was 160 million schillings. The „centre of letting go“ with a water surface of 250 m² was added, as well as a Styrian and a romantic sauna area. Hand in hand with the opening of the Schaffel bath came a new logo design and a new advertisement line. The main attraction of the opening was „jump the pool“, where a snowboarder landed in the Acapulco pool. The sun sauna was finished 2 months afterwards. The whole area of the sauna is about 1,300 m². In 1999 The spa Loipersdorf had a market share of 19% of the „Steirische Thermenland“ (Bad Gleichenberg, Bad Radgersburg, Bad Waltersdorf, Loipersdorf and Bad Blumau) and was thus on rank 4. In a nationwide comparison with other healing baths and health resorts (80 municipalities) it ranked the 18th. However, visitors put Loipersdorf clearly in the first place. (VII. SPA LOIPERSDORF – TOURISM)



Figure 2: The entrance to the spa Loipersdorf (Source <http://www.presetext.at/>)

In October 2001 the construction of the „Therme Loipersdorf Country“ was finished and the Congress Centre started to be built. It was completed in 2002. The brand „Therme Loipersdorf“ had the slogan „the sense of experience“, which should represent the identity of the spa. The financing of these constructions was made possible by the spa society as well as free bank loans. An internal financing of 60% had to be given, the remaining 40% was covered by Austrian loans. Foreign currency loans were not allowed for the construction of the spa. In July 2002 the spa was finally privatised. Overall, there were 53 accommodation facilities with 1,735 beds in the winter of 2004. In the summer 2004 there were 60 accommodation facilities with 1.780 beds. In 1992 the average stay was for 4 days. In 2000 the average stay was 3 days. Despite increasing overnight stays in the 12 municipalities around the spa Loipersdorf (1991: 370,000; 2000: 880,000) the utilisation of the accommodation has remained constant at 50 – 60 %. Foreign guests tend to stay for longer. 43 % of the guests are day visitors, 57 % stay for at least one night, 0.5 % are guests of the health resort. (VII. SPA LOIPERSDORF – TOURISM)

Currently the Spa Loipersdorf offers a total area of 36,000 m², with 4 different „worlds“ and 35 pools (19 of them contain thermal water and 16 contain fresh

water). With 630.000 visitors a year, the spa Loipersdorf is a leading spa in Styria. The gross profit of 2008/2009 was about 15.7 million euros. There are 210 employees. The Spa has also caused a tremendous increase of job possibilities in the surrounding region. In order to keep the quality standards of the spa, about 1 million euros are annually invested into the cleaning, which is carried out by external companies. (PRESS RELEASES OF THE SPA LOIPERSDORF)

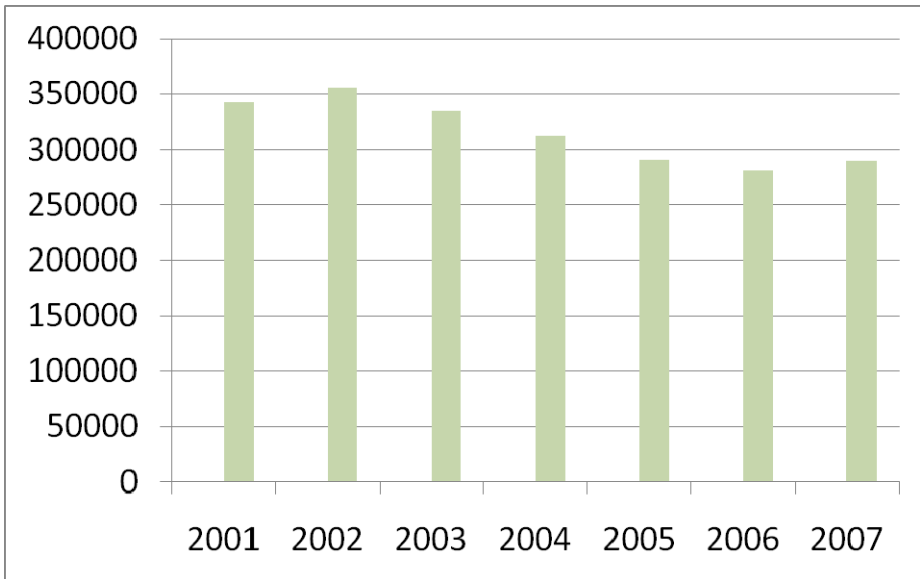


Figure 3: Nights spend in the years 2001 – 2007 in the spa Loipersdorf

Conclusion

The objective of this seminar paper was to provide a detailed description of the spa Loipersdorf from its beginnings to the present-day approach to the spa concept. Prior to the construction of the spa, the municipality of Loipersdorf was characterised by structural weaknesses and was also known for its focus on agriculture. The spa of Loipersdorf, initially built for treating rheumatic diseases, was officially opened in 1981. The upward trend experienced by the spa was interrupted by the so-called “Jahrhundertbrand” (the fire of the century) in 1983. Two years later - in 1985 - the thermal spa was rebuilt, although under considerably cheaper conditions. The high degree of success of the spa Loipersdorf is not so much linked to the health resort options, but it is primarily linked to the variety of leisure time activities on offer and the philosophy of the spa (“the sense of experience”). A substantial increase in

tourism in the Loipersdorf area could also be observed, given that tourism-related activities were almost non-existing prior to that. For example, approximately 300 overnight stays were documented in 1978, whereas almost 165.000 overnight stays were documented in the year 1990 – a record high of 355.000 overnight stays was reached in 2002 and this provides evidence of a considerable increase of overnight stays in the region. The spa Loipersdorf led to the direct creation of 210 new jobs and also to the creation of new jobs in ancillary companies, cleaning companies, municipality associations etc. having direct work relations with the spa. Transformation values came to the fore in Loipersdorf over the past two decades, which led to positive economic changes.

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Bad Tatzmannsdorf

Example for a Traditional Spa in the South East of Austria

Christoph Neger

Introduction

The town Bad Tatzmannsdorf lies within the district of Oberwart in the Austrian federal state Burgenland. Its relatively stable population of 1.327 inhabitants (2009) is distributed among three villages, Bad Tatzmannsdorf, Jormannsdorf and Sulzriegel (Statistik Austria, without a year). The area around Bad Tatzmannsdorf, the hilly country of Southern Burgenland and South-Eastern Styria is known to be one of the most peripheral regions of Austria. Despite its scenic beauty with vineyards, medieval castles etc. tourism had not played an important role for the area's economy for a long time. There are two exceptions, though, the traditional spas of Bad Gleichenberg and of Bad Tatzmannsdorf (Eder, 2009). During its long history of spa culture, Bad Tatzmannsdorf had to recover from backlashes like the two World Wars. On the other hand, the town was soon able to diversify its supply (which had started with offering mineral water drinking cures) and consequently to raise its visitor numbers. For example, since 1889 peat has been used as a second main curative factor additional to Bad Tatzmannsdorf's first important resource, mineral water. Several renewals and extensions allowed the spa to experience an almost constant growth of overnight visitors over the second half of the 20th century (Luipersbeck, 1982). The last important step in the spa's development was the opening of the thermal spa Burgenlandtherme in the October of 1995, accompanied by the construction of a number of large hotel complexes (Eder, 2009).

The natural curative factors of Bad Tatzmannsdorf

As mentioned in the introduction, Bad Tatzmannsdorf is in an advantageous position with three different types of curative factors available: mineral water, a peloid and a thermal spring. The reason for the occurrence of these factors is the special geological situation of the area around Bad Tatzmannsdorf. Like the other spas in the South-East of Austria Bad Tatzmannsdorf lies in an area of tertiary sedimentary rock at a sea level of 346m (Luipersbeck 1982). Yet contrary to the other spas Bad Tatzmannsdorf also lies in a transition zone to the crystalline basement, a part of the east alpine Penninicum. This rock formation, mainly consisting of slate, phyllite and serpentines, reaches the surface a few kilometers east of Bad Tatzmannsdorf in the almost 900m high Kőszeg Mountains (Goldbrunner, 2001).

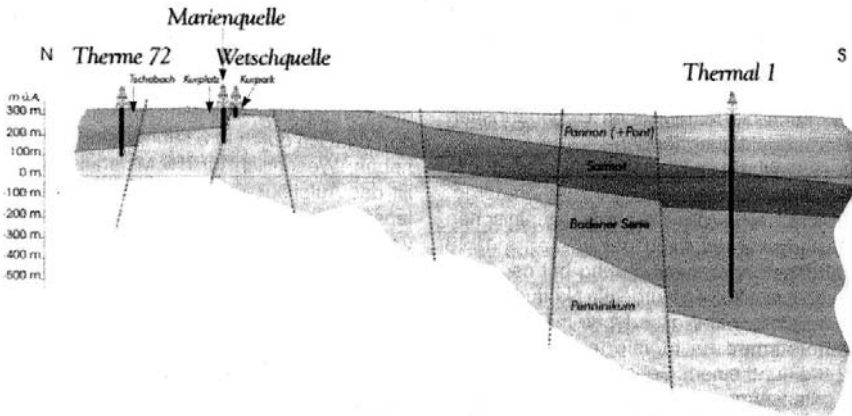


Fig. 1: Geological profile of the boreholes of Bad Tatzmannsdorf (Goldbrunner, 2001).

Geological research has proved that in the area of Bad Tatzmannsdorf several geological faults can be found. These faults enable carbon dioxide to move upwards which determines the appearance of the mineral springs in the area around Bad Tatzmannsdorf. The occurrence of the springs is seen as a post-volcanic phenomenon, in connection with other evidences of a tertiary volcanism in the surrounding area. The crystalline basement acts as a hydraulic barrier for the ground water in the tertiary sedimentary rock, which led to the emergence of springs along a ledge of the Penninic basement, south of Bad Tatzmannsdorf's modern day health resort (Goldbrunner, 2001).

For thermal spas, on the other hand, a considerable mightiness of the tertiary sedimentary rock is necessary to effectuate a high water temperature. The borehole Thermal 1 which supplies Bad Tatzmannsdorf with thermal water with an outlet temperature of 38 °C lies in the Tschabach valley in the South of the town Bad Tatzmannsdorf. Because of several normal faults at this point soon an extensive depth of the tertiary sediments is reached. The borehole went as deep as 896m without reaching the crystalline basement (Goldbrunner, 2001).

Additionally, there are several areas around Bad Tatzmannsdorf with fens. These fens have developed over thousands of years from standing water bodies that were filled with organic material, which later was decomposed in an oxygen-free environment. The peat used for mud baths and mud packs in Bad Tatzmannsdorf today originated from an area a few kilometers away, between the towns of Unterschützen and Oberwart. It is characterised by its special applicability for heat therapy because of its water-binding capacity and its thermo-physical attributes (Luipersbeck, 1982, Kurbad Tatzmannsdorf AG, without year).

The history of spa culture in Bad Tatzmannsdorf

Archeological discoveries indicate that the mineral springs of Bad Tatzmannsdorf have been used by humans at least since the Early Bronze Age. After the fall of the Roman Empire, though, the springs seem to have fallen into oblivion. Indications to a new using of the springs date back to the 14th century. That was the time of the Renaissance when antique culture, including the spa culture, was revived. The spring of Bad Tatzmannsdorf was first mentioned in records in the year 1621 in the *Regensburger Chronik* (Luipersbeck, 1982, Goldbrunner, 2001).

Soon, Bad Tatzmannsdorf became a well-known place that was visited by famous aristocrats like the Hungarian palatine Nikolaus Esterházy. Whereas in the early times only drinking cures were offered, in 1650 a bathing house was added. The Ottoman wars that destroyed large parts of the surrounding areas left Bad Tatzmannsdorf untouched and the takeover of the spa facilities by the powerful aristocratic family Batthyány caused a further upsurge. In the 18th century for the first time the springs were scientifically examined (Luipersbeck, 1982).

For the visitors of the 18th and 19th century Bad Tatzmannsdorf offered more than simply spa facilities. A great park surrounded the spa complex in which the former wooden bordered spring was now marked by the neo-classical Temple of Convalescence. Apart from that there were rooms for playing billiard and for dancing and there were also regular musical concerts (Luipersbeck, 1982). In a book about Hungarian spas Lengyel and Przemysl (cited in Goldbrunner, 2001) depicted that in 1841 600 visitors came to Bad Tatzmannsdorf. They also mentioned that 70.000 bottles of mineral water were sold that year.

At the turn of the 20th century the introduction of balneotherapy further improved the supply of Bad Tatzmannsdorf, as well as an enhanced accessibility. In 1902/03 Bad Tatzmannsdorf was connected to the railroad network (Luipersbeck 1982). Also the piping of the springs was upgraded, mainly with the use of iron (Goldbrunner, 2001). For the time shortly before World War I Luipersbeck (1982) assumes that Bad Tatzmannsdorf was the most important spa for heart and women's diseases as well as rheumatism of the whole Austro-Hungarian monarchy.

The years after World War I brought about drastic changes for Bad Tatzmannsdorf. The spa was managed as a Stock Corporation. The Treaty of Trianon (1920) constituted that the former Hungarian town Tatzmannsdorf would from now on be part of the newly formed state Burgenland, part of the Republic of Austria. Burgenland at that time was a highly peripheral area

which was intensified by the fact that its former economic centers were now on the other side of the border, in Hungary. For the spa of Bad Tatzmannsdorf this resulted in a non-appearance of a huge part of its previous visitors (Luipersbeck, 1982).

However, Bad Tatzmannsdorf rapidly recovered from this backlash and the 1920s became an economically very successful era for the spa. Soon a rising number of visitors from Vienna replaced the missing Hungarian guests. Again, an improvement of the town's accessibility contributed to its further success: The railroad connections were advanced and the access roads were modernized to fit the upcoming motorized traffic. The curative period was extended every year until in 1930 the spa adapted a year-round operation (Luipersbeck, 1982). Additionally, since 1926 Tatzmannsdorf has been permitted to use the title Bad, a special identification for spa towns in Austria, in the official name of the town (Eder 2009).



Fig. 2: Bad Tatzmannsdorf in the time between the two World Wars (Luipersbeck, 1982).

Then, however, a series of events appeared that affected the spa much more than the consequences of World War I. Firstly, the Great Depression stopped the increase of visitor numbers. Then the Anschluss to the Third Reich effectuated that the race laws of the National Socialists were introduced in the former Austria. For Bad Tatzmannsdorf this meant that the Jewish visitors which had formed a large part of the spa tourists disappeared. With the

beginning of World War II then also all other tourism stopped. At the end of the war the region around Tatzmannsdorf was a hard-fought war zone which resulted in a destruction of many of the spa's facilities. Also after the end of the war an immediate reconstruction was hindered as the spa's buildings were used to quarter Soviet occupying forces (Luipersbeck, 1982).

Considering the difficult economic situation after the war it was not self-evident when in 1948 the government of Burgenland decided to provide financial resources for the rebuilding of the destroyed spa. One of the principal supporters of this decision was the deputy governor Alois Wessely, who had declared that spas should be a main focus of the new tourism program of Burgenland (Luipersbeck 1982). In the same year also a scientific examination of the mineral springs was performed. Under the direction of a geologist Dr. J. Stini uncared-for previously used springs were restored, exploration wells were dug and a large protection area for the mineral springs was established (Goldbrunner, 2001).

After the restoration of the mineral springs the hotel and the bath were reconstructed. Also, the Austrian federal government granted financial support for these operations. From 1957 to 1966 a new curative building was constructed. In the 1960s and 1970s the initiation of new springs assured the necessary basis for the spa's water balance. The numbers of visitors continually soared, encouraged by the economic boom of the early 1960s. Also the establishment of a special hospital of the pension insurance helped to increase the number of overnight stays (Luipersbeck, 1982).

Over the following years Bad Tatzmannsdorf faced a rapid tourism growth. From 15.305 overnight stays in 1953 the numbers doubled just two years later, just to double again within the next few years. In 1963, ten years after the reopening, for the first time more than 100.000 overnight stays were counted. Only three years later in 1966 it was more than 200.000. In the following years the numbers continued to increase, though not that fast. The problem was that the facilities built in the years after the war soon did not fit the common national and international standards any more. Therefore in 1973, at the annual stockholders meeting of the Kurbad Tatzmannsdorf AG it was decided to build a new modernized curative centre (Luipersbeck, 1982).

The construction works for the new spa facilities started in 1976 and lasted until 1979. Together with the constructional renovation also the medical concept was revised. In addition to the established cure methods on the basis of mineral water and peat new medical knowledge was introduced into the cure supply, for example neural therapy or chiropractic treatment. These changes again facilitated a rise of visitor numbers. 1981 was the first year in which the accommodation businesses of Bad Tatzmannsdorf could report a number of more than 300.000 overnight stays (Luipersbeck, 1982).

Already in 1972 for the first time an exploration well had found a thermal spring with an outlet temperature of 24 °C (Therme 72). In the time of the 1980s a boom for spas in Austria started, especially in the South-Eastern states Styria and Burgenland. Now also in Bad Tatzmannsdorf a specific search for thermal spas was undertaken. One important requirement for that exploration was that the existing mineral springs should not be impacted. Eventually, in 1988 the 896m deep borehole Thermal 1 found water with an outlet temperature of 38 °C. The availability of natural thermal water enabled Bad Tatzmannsdorf to expand its supply and open up a thermal spa, the Burgenlandtherme in 1995, which led to a further upsurge in the town's tourism development (Goldbrunner, 2001, Eder, 2009).



Fig. 3: The curative center shortly after its construction in 1979 (Luipersbeck, 1982).

The traditional curative supply of Bad Tatzmannsdorf

Despite the construction of a thermal spa, health tourism in a traditional sense stays as a main pillar of the touristic supply of Bad Tatzmannsdorf. The Kurfibel of the Kurbad Tatzmannsdorf AG (without year) names four areas where the different cures offered in Bad Tatzmannsdorf are helpful: cardiovascular diseases, musculoskeletal disorders, gynecology and metabolism. The treatments that are usually offered at Bad Tatzmannsdorf include: drinking cures, mud baths, mudpacks, remedial gymnastics, healing massages, under water massages, electrotherapy, movement therapy, special diets, carbonic acid baths, cell baths, electro galvanized baths etc. Also the water of the thermal spring is used for medical treatment, more precisely, for under water massages and gymnastics. A specialty of Bad Tatzmannsdorf is an

extension treatment in the thermal water, which has a relaxing effect that assists the stretching (Kurbad Tatzmannsdorf AG, without year).

Most of these treatments are offered in the Kurmittelhaus (curative center), opened up in 1979. The two-storey building offers a variety of specific rooms and facilities for the cures mentioned above, for example, a drinking fountain. Moreover, you find changing rooms, a library, a conference room, an event room and a buffet. The staff of the Kurmittelhaus comprises a balneologist, a gynecologist, a sports scientist, a diet assistant and a psychologist. Besides, some kinds of medical treatment are also offered at other places. In the Kurhotel it is possible to do carbonic acid baths and gynecological therapies. The Kur- und Thermenhotel also supplies mudpacks, different forms of massage, gymnastics and electrotherapy (Kurbad Tatzmannsdorf AG, without year) Furthermore, different treatments are offered in the SKA-RZ (special hospital and rehabilitation center) of the pension insurance (Pensionsversicherungsanstalt, 2008).

The thermal spa and other touristic supply in Bad Tatzmannsdorf

In 1993 the foundations for constructing a thermal spa in Bad Tatzmannsdorf were laid. In this year the Bad Tatzmannsdorf Thermal- und Freizeitzentrum GmbH & CoKg was founded. The members of this association are the Kurbad Tatzmannsdorf AG, the communities of Bad Tatzmannsdorf and Oberschützen and several private investors. The new thermal spa should allow Bad Tatzmannsdorf to jump on the bandwagon of modern wellness tourism. Yet it should still fit the town's previous image as a town as a health resort as well. Therefore the philosophy of the spa is based on the components of calmness and enjoyment, attractions like water slides or pools with artificial waves are out of place (personal message of B. Bernhart in representation of the administration of the Burgenlandtherme 28.05.2010). Instead, a lot of the different curative treatments typical for Bad Tatzmannsdorf are offered (Thermenwelt Burgenland, without year).

After its construction several enlargements were added. Today a variety of swimming pools can be found with a total water area of 1200m², including a non-swimmer pool, a sports pool, an open-air pool, a wading pool for children, a naked swimming pool and the like. High quality gastronomy forms an additional focus of the spa's supply. The standard price per day for adults is 18, 50 €, discounts exist for retirees (16 €) and adolescents (11 €). For an additional charge of 7 € it is possible to enter the sauna world Spannonia with 16 different saunas (Thermenwelt Burgenland, without year, Bad Tatzmannsdorf Thermal- und Freizeitzentrum GesmbH & Co KG).

Besides the spa facilities, the touristic strategy of the town Bad Tatzmannsdorf also emphasizes healthy forms of movement. This concept is realized by offering a variety of sports activities: The Lauf- und Walking Arena offers joggers, hikers and Nordic walkers a system of 418 km of signed ways through the rolling hills of the Southern Burgenland. Bad Tatzmannsdorf also welcomes football teams (for instance, in 2008 the Croatian national team) for training camps, which helps to increase the spa's publicity. Other sports possibilities at Bad Tatzmannsdorf are: beach volleyball, ice stock sport, ice skating, fishing, cycling, horseback riding, tennis and squash (Thermenwelt Burgenland, without year). Besides doing sports it is possible to visit one of the town's two museums, an open-air museum and a spa museum (Thermenwelt Burgenland, without year).



Fig. 4: Overview of the thermal spa in Bad Tatzmannsdorf (Bad Tatzmannsdorf Thermal- und Freizeitzentrum GesmbH & Co KG): Green points: 1 = entrance open air pool, Pale blue points: 1 = massage and relaxation pool, 2 = inside pool, 3 = outside pool (canopied), 4 = sports pool, 5 = non-swimmer pool, 6 = “thermal island Berghofer”, 7 = “thermal island Grillparzer”; Dark blue points: 1 =interior zone of “Spannonia”, 2 = herb-vapor-bath, 3 = mine sauna, 4 = kiln, 5 = lake sauna, 6 = relaxation pool, 7 = Kneipp zone, 8 = meditation garden, 9 = “Csarda”, 10 = sun terrace, 11 = relaxation room with panoramic view; Red points: 1 = hotel sauna, 2 = hotel garden, 3 = playroom for children, 4 = relaxation room “Lenzia”, 5 = gymnastics room “Avalon”, 6 = fitness cardio center.

The accommodation business in Bad Tatzmannsdorf

In 2001 the thermal spa was enlarged by the four star superior hotel A*V*I*T*A, whose guests have direct access to the thermal facilities. All together, today the staff of the Bad Tatzmannsdorf Thermal- und Freizeitzentrum GmbH & CoKg consists of 108 persons (personal message of B. Bernhart in representation of the administration of the Burgenlandtherme 28.05.2010), which makes the association an important employer for the whole region. Yet the thermal spa's own hotel with its 160 beds is still small in comparison to two further high quality hotels that have been built as a result of the availability of thermal water by a private investor, the Tyrolean Karl Reiter (Thermenwelt Burgenland, without year, Wirtschaftsblatt 2009).

The five-star hotel Reiter's Supreme Hotel has its own thermal spa in Yin-Yang style and offers special activities and treatments like Pilates, shiatsu or acupuncture. In addition it shares an own golf course and a riding stable with Lipizzaner horses with the second of Reiter's hotels, the four-star superior Reiter's Avance Hotel. This second hotel is focused on families with children whereas in the five-star hotel persons younger than 16 years are unwanted. Together the two hotels offer 692 beds. According to a report of the Wirtschaftsblatt Reiter even plans to invest millions of Euros more into a further enhancement over the following years (Thermenwelt Burgenland, without year, Wirtschaftsblatt 2009). Two additional four star superior hotels, each with more than 100 beds, the Kur- und Thermenhotel and the Thermen- und Vitalhotel complete the supply of luxurious accommodation opportunities of Bad Tatzmannsdorf (Thermenwelt Burgenland, without year).

Tourism figures of Bad Tatzmannsdorf today

Due to the extensions of the previous years Bad Tatzmannsdorf was able to defend its place as the most important spa town of South-Eastern Austria. From the year 1994, before the opening of the new spa, to the year 2008 the numbers of overnight stays rose from 325.659 to 532.312 (Eder 2009, data retrieved from ÖSTZ 1981, 1995, Amt der Bgld. Landesregierung 2009, Gemeinde Bad Tatzmannsdorf 2009). Although the growth rates are not as high as for some of the newly built spas, Bad Tatzmannsdorf seems to have fewer problems to adapt to new market trends than the second traditional spa town of the region, Bad Gleichenberg. Bad Tatzmannsdorf is especially important for the state Burgenland, where it made up 55.9 % of curative tourism and 25.6 % of the total number of overnight stays in 2006 (Statistik Austria 2007).

In addition, the curative tourism has advantages compared with other tourism types. First of all, it is a year-round tourism which means that problems caused by seasonality are irrelevant. There is only a slight dominance of the summer

season with 54.8 % (All figures in this paragraph deal with the year 2006 and were published by Statistik Austria, 2007). Furthermore, this has a connection to the high bed utilization, which is 48.1 % in the winter and 60.1 % in the summer season. Another positive trend in the curative and wellness tourism is the high quality of the touristic supply, which is less sensitive to cyclical fluctuations (Eder et al, 2005). 41.5 % of the overnight stays take place in four- or five-star hotels. In general, the rate of overnight stays in commercial enterprises is high with 76.4 %.

An advantage compared with many newer spas is the longer average duration of stay with 5.4 days in 2006, although it has to be mentioned that this number has been sinking dramatically, 1994, before the opening of the thermal spa it was 13, 4 days (Statistik Austria, 1995 and 2007). Again, this is part of a greater trend; the average duration of stay in Austria is decreasing in connection with a growing importance of short, experience-oriented trips (Eder, 2007). Another interesting statistical figure is the high share of domestic tourism in Bad Tatzmannsdorf; only 7.1 % of the overnight stays were made up by foreign visitors in 2006 (Statistik Austria, 2007), although the spa lies very close to the border.

Summary

Bad Tatzmannsdorf is blessed with excellent geological preconditions for spa tourism, lying in a transition zone of tertiary sedimentary rock and crystalline basic rock. The area around the town comprises different mineral springs and thermal water as well as a peloid. These factors are used for a variety of medical treatments, especially for cardiovascular diseases, musculoskeletal disorders, gynecology and metabolism. Today, wellness as a leisure activity is gaining importance besides the curative visits. All together the curative factors have made Bad Tatzmannsdorf the most important spa town of the South Eastern Austrian spa region with about half a million of overnight stays in 2008.

While most of the other spa towns of the region emerged within the last decades, Bad Tatzmannsdorf looks back at a long history. The evidence of the use of the mineral springs dates back to the Bronze Age, and a continuous modern day use is estimated to have taken place here since the 14th century. Boosted by different factors like the introduction of balneotherapy or the connection to the railroad network, the spa became one of the main curative places of the Austro-Hungarian monarchy. The negative impact of World War I was over-come quickly. However, World War II led to a complete destruction of the spa facilities, and the development of spa tourism had to be restarted.

Again, Bad Tatzmannsdorf was able to reach a continuous growth of visitor numbers. Several innovations accompanied this trend, with the opening of the

thermal spa Burgenlandtherme in 1995 as the main outstanding event. Today new spas at other locations are catching up and have touristic growth rates that are much higher than in Bad Tatzmannsdorf. Still, this resort has to be seen in an advantageous position for its special focus on high quality, which is outlined by the existence of several large five- and four-star hotels. Eventually, it can be estimated that spa tourism has an important economic impact not only on the town Bad Tatzmannsdorf, but also on the whole surrounding region which is one of the most peripheral areas of Austria.

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Rogner Bad Blumau

By Katharina Helmreich

Introduction

This work was written during preparation for the Summer School taking place in Prešov, Slovakia from 5th to 18th July 2010.

The case study should give the reader a brief overview of the facts and development of the thermal spring Rogner Bad Blumau. It is necessary to say that this spa and hotel complex is a good example of a successful regional development. Therefore this outline gives an overview of the most important facts about the thermal spring itself, the history, the famous architect Friedensreich Hundertwasser etc. What is interesting is the geothermal energy plant located in the east of Bad Blumau, which is said to be a worldwide showcase project. Further information about the development of the overnight-stays in the past years is provided. In the end different regional effects are discussed, which have been one of the most important demands for this work.

1. Rogner Bad Blumau

Rogner Bad Blumau is a holiday village with accommodation possibilities with the main focus on its big spa and wellness area.

If no source or author is mentioned, information is taken from Rogner Bad Blumau's "Information for media" (Rogner Bad Blumau, 2009) and their website (www.blumau.com).

1.1 The municipality Bad Blumau

Bad Blumau is a small municipality in the east of Styria located at the thermal spring line. It has 1.625 inhabitants living in an area of 37.3 square kilometres at an altitude of 284 m (Bad Blumau - Allgemeines, 2010). Until the 90s the municipality was dominated by the agricultural sector with small structures, few jobs and very little touristic activities.

1.2 History

At the end of the **70s** the Austrian Company OMV tried to find petroleum in the municipality of Bad Blumau and therefore did some drillings. What they managed to find in a depth of 2.843 meters was no petroleum but hot water of 110° C. Disappointed they tapped the drilling and left.

Due to a touristic development a few years later the municipality contacted Mr. Robert Rogner snr. He reopened the drilling and invented the plan to use the medical water for bathing and to build a holiday village. In January **1992** Mr.

Rogner met the architect Friedensreich Hundertwasser in Schönbrunn (Vienna) by accident. He was made responsible for the architecture of his project. Because they had problems using the hot water, they did some more drillings and could find two more springs with water of 47° C. They named the three springs after the three wise men: Caspar, Melchior, Balthasar. In 2003 Caspar's name was changed to Vulkania®-Mineral Spring.

In **1993** Mr. Rogner bought the land of 40 hectares from 25 farmers and construction work began. Four years later on the **10th of May 1997** Rogner Bad Blumau opened its doors offering 592 guest beds. A new touristic period began for the municipality Bad Blumau. They invested a lot of money into village renewal and the touristic infrastructure.

At the beginning of **2001** they finished the second stage of expansion with opening the stone house (“Das Steinhaus”), a building with 47 hotel-suites. In total they are now offering 682 guest beds.

Additionally the municipality Bad Blumau was awarded the European prize for village renewal and officially became a spa town (in German: “Kurort”), which led to the addition of the “Bad” to the town's name.

In **2003** they expanded the bathing and relaxing area by making it possible to use Vulkania®-Mineral Spring.

1.3 The Architecture

The following information was taken from several websites about the artist Friedensreich Hundertwasser (see bibliography).

The famous Austrian artist **Friedensreich Hundertwasser** designed Rogner Bad Blumau.

He was born as Friedrich Stowasser on 15th of December 1928 in Vienna and died on 19th of February 2000 on board of the ship Queen Elizabeth II travelling from New Zealand to Europe.

Already in school they emphasized his extraordinary sense for colors and shapes. After finishing school he studied for three months at the Academy for applied arts in Vienna and then he decided to travel around the world. In 1953 he discovered the spiral is a basic element in his paintings. Inspired by the Viennese Art Nouveau, Klee and oriental forms he developed his abstract, colorful style using spirals, labyrinths, circles, meander and biomorphic forms. He had several international successes, e.g. with his retrospective at the

Biennale in Venice in 1962. Apart from his paintings he designed buildings, books, stamps, coins, posters etc.

He stood for peace, ecology, nature and human-friendly architecture and he was against destroying villages defending those ideals with effective actions, like naked speeches. He was an environmental activist and an ecologist as well as a philosopher. He didn't see himself as an architect, but as a doctor for ill architecture.

He designed several buildings all over Austria and Germany as well as in Japan and some in the United States, Switzerland, New Zealand and Israel.

Very famous buildings in Austria include the Rogner Bad Blumau, the Hundertwasserhaus (residential building), the KunstHausWien (a museum) and the waste incineration plant Spittelau (all three in Vienna). In Graz he designed the regional hospital's oncology ward.

Hundertwasser's plan goes back to a **concept** named "Rolling Hills" of the year 1984. He was working on the idea, the main goal of which was to avoid urban sprawl through one-family houses and to prevent having terraced housing estates constructed linearly and straight.

In 1987 he wanted to carry out this project in Vienna, but he did not succeed. When designing Rogner Bad Blumau he could put the ideas and principles of this concept into action (Graupp, 2001 p 53)

He designed Rogner Bad Blumau with green roofs, round forms and facades, using colors reminding us of the rainbow, surrounded by fields and grassland. Giving the feeling of a living artwork, perfectly in harmony with nature.

The roofs out of grass are walkable. The piece of earth which fell victim to the construction of the building was placed on its top.

1.4 Facts and Size

Rogner Bad Blumau belongs to the group "Rogner International Hotels and Resorts". The owners are Jasmin and Robert Rogner jnr., his father Robert Rogner snr. is a general manager.

Due to Brittner (2000) the investment volume was at about 900 million shillings (65.4 million euro).

The hotel is classified as a **four-star** one. It has about 330 employees. In total it has 312 rooms (double bed rooms, suites, different apartments, family rooms) with 682 beds. 28 of the rooms are livable for allergic persons and four rooms are wheelchair accessible. The hotel offers 330 parking lots.

The total area is 40ha, the spa area covers 8.500 m² (11 indoor and outdoor pools) with an additional spa area (opened 2003) called Vulkania covering 30.000m². Rogner Bad Blumau also offers a fitness area, a lot of outdoor leisure possibilities, a medical area and facilities for conferences and seminars.

1.5 Hot Springs

There are three springs named after the three wise men: Caspar, Melchior, and Balthasar. In 2003 Caspar's name was changed to Vulkania®-Mineral Spring.

Melchior and Vulkania are used for the bathing water for the different indoor and outdoor pools. Balthasar and Vulkania have been used for the spa area's heating since 2000.

Melchior (drill hole 3) is an approved mineral spring. The water is extracted from a depth of 1.021m with 8 liters/second and a temperature of 45° C. (Graupp 2001, 37)

Vulkania mineral spring (drill hole 2) is the hottest with 107° C and the problematic one. When they found the hot water in a depth of 2.843 m, while looking for petroleum in the 70s, they could not use it for a long time, because all the tubes closed up due to the high mineralization of the water. Mr. Rogner developed a patent to overcome these problems. In the beginning the spring was used for electricity and heat recovery. Since 2003 the water has also been used to fill up the Vulkania curative lake. 23 liters per second appear on the surface with a pressure of 3.3 bar, which means an amount of 2.000 m³ extracted water in 24 hours.

Balthasar (drill hole 1) is utilized for injecting (in a depth of 3.045 m) the used water (after its heat is taken away) from Vulkania spring to close the geological cycle.

1.6 Geothermal energy

The geothermal energy plant in the east of Bad Blumau is said to be a worldwide showcase project.

The water from the Vulkania spring is enriched with **CO₂**. With a special technology the gas is being liquefied by – 35° C with a pressure of 16 – 17 bar to be stored. In this way an amount of 1.1 tons of CO₂ is produced every hour.

Rogner Bad Blumau uses the CO₂ for regulating the bathing water's pH – value. The rest is sold e.g. to the beverage industry.

Since the 10th of August 2001 the hot springs have been used for producing **electricity** with a certain technology called Organic Rankine Cycle (ORC). A liquid with a very low boiling point is added to the hot water, which makes it possible to produce steam to drive a turbine and a generator. Thus an amount of about 190 kW electricity is produced in one hour.

Since the 31st of December 2000 the geothermal energy has also been used for **heating** purposes. After electricity generation the Vulkania water still has the temperature of 85° C. That's enough for heating the whole complex, the hotel as well as the spa area even if the temperature outside is – 20° C. This saves an amount of 6.800 liters of fuel every day.

Rogner Bad Blumau's energy consumption is about 15.000 megawatt every year.

1.7 The Guests

In 2008 74,75% of the guests were Austrians. About 10% were Germans, 5% Italians. Other guests were from Switzerland, Hungary or other countries.

1.8 Prices

Hotel

There are rooms available from €89 up to €161 and suites/apartments from €126 up to €316 depending on the season, the room's size and interior. Buffet for breakfast and dinner, as well as the entrance to the spa and sauna area and a parking lot are included.

Spa

Compared to other spas in Austria the prices are at the upper end. Adults have to pay for a day pass at weekends and holidays €46, on working days €39. There is an evening ticket available from 5 to 11 pm for €27. Children from the age of 6 – 12 years are granted a reduction, as well as inhabitants are.

2. Development of overnight-stays

In 2008 **Rogner Bad Blumau** (the hotel) had an average utilization of about 70%, 150.000 overnight-stays and about 67.000 daily guests (spa entrance). The average duration of stay was about 2,5 nights.

The following chart shows the development of the number of **over-night stays in the municipality** Bad Blumau during the last 22 years. Rogner Bad Blumau opened in May 1997. A dramatic rise from 2.623 over-night stays in 1996 to 106.145 over-night stays in 1997 can be seen (which is 40 times as much). In the following years the over-night stays rose constantly. The peak year was 2005 with 215.154 guest nights. Last year (2009) the number was at 196.175. Rogner Bad Blumau contributes with its 150.000 overnight-stays to about 76% of the municipality's total.

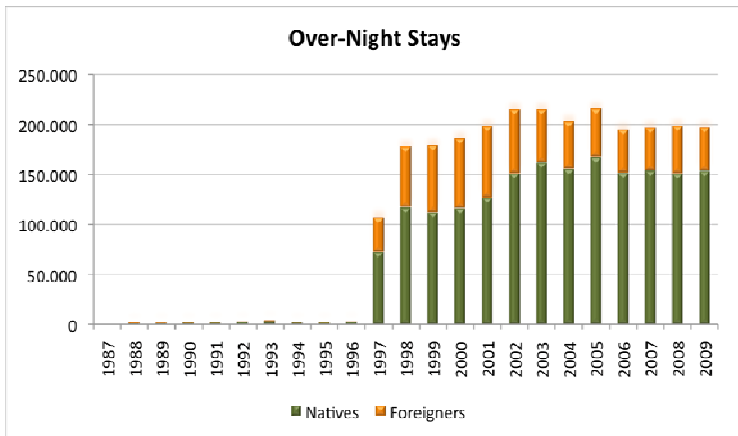


Fig. 1: Over-Night Stays in the municipality Bad Blumau
Own diagram, Data: Landesstatistik Steiermark

The **average duration of a guest's stay** over the last 22 years underlies the general trend of decline. With 7,2 nights the year 1989 was the peak year. The following ten years the average fell to about 2,5 nights, where it is more or less stable until today. (Statistik Steiermark, 2010)

3. Regional Effects

Having belonged to the municipalities/regions with the lowest income in Austria, Bad Blumau has become one of the most famous, internationally known region, where the prosperity can be seen. (Graupp 2001, 102)

This development definitely would not have been able without building the thermal spring there. It has been mentioned several times that with its construction a new era started for the municipality Bad Blumau.

3.1 Inhabitants and Employment

Bad Blumau has 1.625 inhabitants (Bad Blumau - Allgemeines, 2010). Earlier Bad Blumau was a municipality with a lot of out-commuters. Nowadays the number of inhabitants has not changed significantly, but people have their jobs in the town. That has prevented young people from moving away. (Interview MS. SINGER)

500 inhabitants are employed full-time in the field of tourism. (Bad Blumau – Allgemeines – Entwicklung Tourismus & Tourismusverband, 2010)

3.2 Improvement of infrastructure in town

A lot of projects have been realized within four years after opening Rogner Bad Blumau. The municipality has a different townscape. Several buildings have been renovated and the town is well signed now. The main traffic road has been relocated outside the town center. A spa park (13 ha of natural meadowlands), located between Rogner Bad Blumau and the city center away from streets, was constructed so that the people could promenade, cycle, jog, relax and enjoy peace and quite. 80 km of cycle paths and hiking trails have been installed. “Poschhof” which houses the restaurant “Der Dorfwirt” and a museum has been renovated. (Graupp, 2001)

Furthermore a supermarket (Nah & Frisch), a hairdresser and a horse farm have been opened in the town. The several wine taverns and the bio cheese dairy in town could expand due to increased demand. (Interview Ms. Singer)

3.3 Tourism infrastructure

The average **number** (between summer and winter half-year) **of businesses** (concerning the accommodation facilities) has changed significantly in the municipality Bad Blumau since 1988. There has been an important increase since Rogner Bad Blumau opened in 1997. Between 1995 and 1996 the figure nearly doubled (from ten to 18 businesses) and by 2000 nearly tripled (with 28

businesses). Since 2002 the figure remained more or less stable at 30 businesses. In 2009 there were 33.

Subsequent chart shows the **number of hotel beds** offered in town since 1988. Once again the strong increase since 1997 can be seen. 115 beds were offered in 1996 and 756 beds in 1998 (6.6 times as many). Since 2001 the figure has been more or less stable at about 960 beds (Rogner Bad Blumau is offering 682 beds which forms 71%).

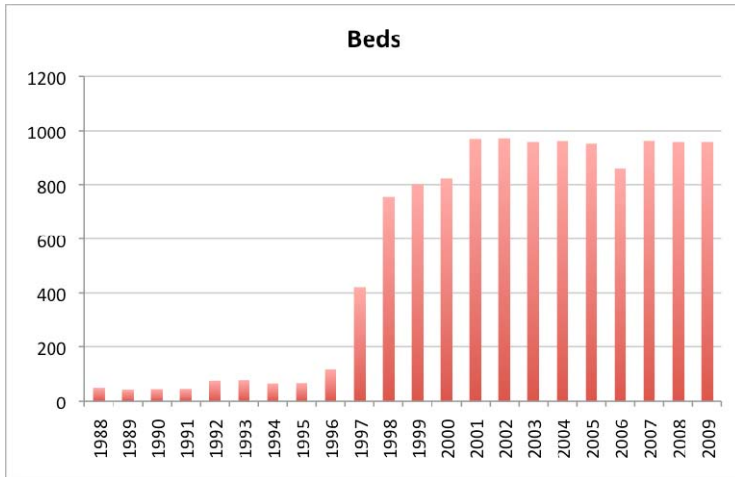


Fig. 2: Development of Number of Beds
Own diagram, Data: Landesstatistik Steiermark

3.4 Employees

Rogner Bad Blumau engages approximately 330 employees. Brittner (2000, p 182) states that 97% of the employees are from the region (up to 25 km).

3.5 Catchment area

74.75% of the hotel guests are Austrians. 9.66% from Germany. Other guests are from Italy, Switzerland, Hungary or even further (see chapter 3).

There are no detailed statistics about the spa guests, but there are guests arriving from Vienna. Therefore a one-to-two-hour journey is accepted. (Ms. Fähring, Rogner Bad Blumau)

3.6 Regional Partners

They are focusing on **working together with regional partners**; stating that fair partnerships open new chances, strengthen the local economy, save the future for following generations and preserve the environment.

For example: the bio cheese dairy “Reisenhofer”, located in the town, keeps 27 cows on 19 hectares and daily supplies Rogner Bad Blumau with fresh milk, yoghurt and cheese. The bio bakery “Mild”, also located in the town, serves them with daily fresh pastries. The company “Gölles” cultivates fruit orchards in the region and provides the hotel with liqueur and vinegar. The famous chocolate producer “Zotter” delivers chocolate bars and drinking chocolate for the hotel’s coffeehouse. Oil mill “Fandler” from Pöllau provides them with cold-pressed oils; “Sonnentor” located in the Waldviertel delivers biologically produced herbs.

Additionally they organize trips for their guest to these partners and sell some regional products in their shop.

3.7 Using local resources

When the “brick house” was built, already used bricks from old farm houses in Bad Blumau were used. Therefore a bit of history was integrated into the building.

Summary

Rogner Bad Blumau designed by Friedensreich Hundertwasser is a project on 40 hectares with a thermal spring with 11 pools, which is directly connected with the 4-star hotel with 312 rooms with 682 beds (71% of total beds in the town). The resort was built under the concept of “Living in harmony with nature” with green roofs, round forms and colorful tiles all over.

Within the spa area of 8.500 m² there is offered a water surface of about 2.700 m², a medical area, fitness/beauty area etc. Additionally the Vulkania spa area with 30.000 m² was opened in 2003.

330 people are employed. 67.000 guests visit the spa every year and 150.000 overnight-stays can be counted (76% of municipality’s total in 2009). About 25% are foreign guests. The average duration of stay is 2,5 nights.

Thermal water is extracted from two springs: Vulkania is providing 107° C hot water and Melchior 45° C. The geothermal energy plant in the east of Bad Blumau is said to be a worldwide showcase project. Since 2000 the geothermal

energy has been used for heating purposes (the entire resort) and since 2001 the hot springs have also been used for producing electricity. 500 inhabitants (of 1.616 in 2009) work in the field of tourism. The town's infrastructure was renovated and expanded. There were ten businesses in the town before Rogner Bad Blumau opened in 1997. Last year (2009) 33 businesses could be counted. Rogner Bad Blumau focuses on working together with a lot of local partners (using regional products in gastronomy, organizing trips for tourists).

Summing it up, Rogner Bad Blumau is a really successful and therefore internationally known example of positive development. From being amongst the poorest municipalities in Austria, Bad Blumau has grown to be one of the most famous nowadays.

Probably because Robert Rogner snj. Has been tracking a sound and sustainably vision since long ago and found a brilliant partner in the architect Friedensreich Hundertwasser and his philosophy of life.

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Interviews

Ms. Singer, municipal office Bad Blumau (telephone)

Ms. Fähring, Rogner Bad Blumau (e-mail)

SECTION 2:

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Content of the Section:

Vyšné Ružbachy Spa and Spa Bojnice by Kuzmová Jana

Tatra Valley and Pleso Spa by Libor Lihot'an

Piešťany Spa by Matúš Markovič

Bardejov Spa and Nový Smokovec Spa by Lenka Murínová

Turčianske Teplice and Dudince by Renáta Sidorjaková

Spa Rajecké Teplice and Trenčianske Teplice by Radoslava Tothová

New Trends in Slovak Spa Industry

By Kuzmová, Lihot'an, Markovič, Murínová, Sidorjaková, Tothová

Vyšné Ružbachy Spa
Climatic and mineral spa
Jana Kuzmova

Location

Mineral spa Vyšné Ružbachy is situated in the north-eastern part of Spiš region, within the climatic area of the Tatras mountain ranges. Beautiful nature, folk architecture, natural jewels and rich history attract many tourists.

History

A proof of really rich history of the spa Vyšné Ružbachy and its surroundings is travertine findings from the Palaeolithic period. The first spa building with a pool was built in 1595, a mirror spa was added later, as well as a large natural swimming pool, the services of which you can use even today.

The former owner, a Polish aristocrat Zamoysky, had built an exclusive White House for his wife Isabella, a Spanish princess, from his big love to her. The Polish aristocrat was inspired to build the White House by a magnificent palace in Monte Carlo. One of the mineral springs was later named after Isabella. It is actually the thermal water from the spring Isabella that fills another jewel of this environment, a little lake or travertine pool called Crater, which is located on the top of the travertine mound. The pool has been a protected natural object since 1967. After the death of Andrej Zamoysky in 1927, the spa became a heritage of his youngest son Jan and his wife Izabella de Bourbon – a niece of Spanish king. Jan Kanty Zamoyski and Izabella de Bourbon had four children and their son José and daughter Tereza live in Spain. According to official information, this family belongs to the most honoured ones in Spain. Also Spanish king and Prince of Bourbon visited the spa before WWI. ¹ The private company Vyšné Ružbachy Spa, a.s. was established in 1995.²

Special mineral water

The curiosity of the area is a small lake – Krater (crater) with the thermal water from the spring named Izabella, which contains a large amount of calcium, magnesium, lithium and has even antidepressive effects. This crater is situated on the top of travertine mound and it is a protected natural landmark.³

Special treatment

Vyšné Ružbachy Spa's exceptionally favourable climatic conditions, together with healing effects of mineral waters form the framework of the Spa curative programme. Primarily **diseases of the nervous system, cardiovascular diseases, cancer and gynaecologic diseases, diseases of the digestive system**

and also mental diseases such as depressive conditions are treated in the beautiful mountain environment.⁴

Treatment utilizes unique effects of **hydrotherapy**: hyperthermic pool 36 °C, rehabilitation swimming pool, massage pool, carbonic bath therapy, trampoline alternating tub, whirlpools, Scottish showers, under-water massage, Finnish sauna, **rehabilitation/physical therapy**: classic massage, reflexology massage, pneuven-lymphatic pressure drainage, paraffin, gas injections, biotheric, physical trainings - spine, release exercising, cardiovascular rehabilitation, traction therapy, fitness, fit ball, horseback riding, gym, soft tennis, **electrotherapy**: magnetotherapy, laser, ultrasonic, bioptron lamp, universal electrotherapeutic device BTL06, 4-chamber galvanic current bath, a solarium.⁵

Attractions

- **Permanent natural exposition of international sculptors' symposium.** Walking through the countryside you can discover a number of artistic sculptures from wood, but also a unique collection of one hundred and four sculptures from travertine.
- The entry point to the spa's oasis of health and exceptional relaxation is the **luxurious GRAND HOTEL STRAND ******. Thanks to its rich history, great location near the spa's parks and unique Spanish architecture dating back to the 19th century, the hotel dominates the spa and is rightly included in Slovakia's TOP hotels.
- One of the principal attractions of Vyšné Ružbachy is the local **travertine quarry (waterfalls)**.
- An original attraction is **the island** in recreational swimming pool with **high coniferous trees and a jumping tower** in the swimming pool with a height of 5 meters.⁶

Surroundings

Castles - Stará Ľubovňa, Kežmarok, Spiš castle - UNESCO – the biggest in the central Europe, Niedzica – the castle in Poland.

Open-air-museum - Stará Ľubovňa - outdoors folk architecture

Manor-house - Strážky - Slovak national gallery

Sacral sights - Spišská kapitula - bishop's residence and seminary, Kežmarok – a protestant church, Levoča - a historical town – the church of St. Jacob – the highest field altar in the world, Červený Kláštor - Carthusian cloister

Places of pilgrimage - Litmanová, Levoča

Caves - Tatranská Kotlina, Belianska - limestone cave, Dobšinská ice cave

Natural attractions - national parks - Slovak Paradise, Pieniny - river rafting on the Dunajec, High Tatras⁷

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Spa Bojnice **Climatic and mineral spa** **Jana Kuzmova**

Location

Bojnice Spa lies in the very heart of Slovakia. It is a charming and peaceful spa resort that, thanks to a combination of its geographic location, climate and water composition, gives its guests ideal conditions for natural curative treatment processes, regeneration and rest. Moreover, it is situated in the eastern part of the Malá Magura mountain range in the Upper Nitra region.¹

History

The history of the Spa is closely connected to the history of Bojnice Castle. The first written record of Bojnice thermal springs was found in a document of King Koloman. It dates back to the year of 1113 and is now kept at the Zobor Abbey. In this document the thermal springs in Bojnice are mentioned as fons fervidus (hot springs). As early as that time the Spa springs were used for healing and curative purposes. Bojnice castle had come a long way in its rich history, from its beginnings at the time of the reign of the King Koloman through the times of well-known monarchs such as Bela IV, Matus Cak Trenciansky, Jan Korvin, the Thurzo and Palfy families. From among these important feudal landlords, it was **Alex Thurzo**, a resident of Betlanovce, who **founded the Spa** in the first half of the 16th century. The first written record about the Bojnice Spa dates back to the year of **1549**. As it is claimed in the document from the year of 1671 after the reconstruction of the Spa by Pavol Palfy, there were five pools under one roof in the Bojnice Spa. The first bath pool was built up of stone. Other pools were made of wood but they were still

stylish and clean. At the turn of the 19th and 20th centuries, the Count of Palfy reconstructed the castle as well as the Spa. Modern development of the Spa began in the 1930 when the Spa was owned by reputed **businessman Jan Bata**. Bojnice gained the status of the spa town on 17 June 1959. Since then the spa treatment has been provided not only for domestic patients but also for patients from abroad.²

Special mineral water

Healing treatment procedures in Bojnice Spa are based on natural healing **hydrogen-carbon-sulphate, calico-magnesium hypotonic thermal water with the temperature from 28 to 52 °C** which rises out of 9 springs with discharge of 40 litres per second from the depth of 1 200 – 1 500 meters and contains 760 mg of minerals per litter of water. The thermal water **improves metabolism and immunologic reactions in cells, function of issues, oxygen supply and thus the general health condition. The healing water has a positive influence on vegetative nervous system, particularly on its parasympathetic part.** In addition to the healing thermal water a curative mud is used for basic spa treatment. The mud matures in hot thermal spring „Jazer“.³

Special treatment

Curative treatment of patients is based on principles of modern science and experience. **Locomotive organs diseases and diseases of the nervous system** are treated in Bojnice Spa. The curative process uses a wide spectrum of procedures.

Balneotherapy: baths in 7 hyperthermal and isothermal pool, hydrotherapy in bath tubs (underwater massage, sparkle, carbonic, Whirlpool, Jacuzzi), hydrokinetic therapy, Scotch shower. **Reflex treatment:** massage (classical, reflex, underwater, vibrating), manipulative treatment of the backbone, acupuncture. **Therapeutic physical exercise:** rehabilitation (individual, group), mechanotherapy. **Thermotherapy:** packs and compresses (parafangal, paraffin), sunlamp, diathermy. **Electrotherapy and oxygen therapy:** all currently used types.⁴

Attractions

The town of Bojnice is one of the most attractive places of Slovakia. There you can find a romantic **castle, the ZOO, thermal swimming pool Čajka, the Parish Church of St. Martin with chapels, Calvary with seven stopovers, Museum of prehistoric Slovakia - the Prepost cave, Renaissance and Baroque houses, King Mathew's Linden Tree, Falconers Aquila** - attractive performances of the group of historical fencing and falconers and magnificent

landscape, **Aeroclub Prievidza**. Hiking and cycling trails, sightseeing flights and tandem jumps, a visit to a **coal mining museum**, riding clubs, tennis courts, water and winter sports and interesting cultural events (e.g. **International festival of ghosts and spirits**) guarantee enjoyable holiday.⁵

Surroundings

Historical monuments: Barbican Kremnica, Barbican Banská Bystrica, Bojnice Castle

Culture: National Gallery, Central Slovak Museum, Thurzov House

Hiking: Bystrianska Cave, Harmanecka Cave, Hiking around the city of Banská Bystrica, ZOO Bojnice

Cycling: Banskobystricka cycling route⁶

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Spas of the High Tatras

Tatra Valley – Tatranska Kotlina Sanatorium

Libor Lihof'an

Location

Village Tatranská Kotlina lies on the northern slopes of Kobylií Mount in the Belianske Tatras. It is the most eastern village at the foot of the High Tatras. It lies on the road leading from Poprad to Lysa Polana close to the border with Poland, only 7 km from Tatranska Lomnica and 25 km from Poprad. The sanatorium is located in the same village at the foot of the Belianske Tatras at an altitude of 760 m. It is the lowest settlement in the High Tatras, even despite that, the local climate has alpine character.

History

Already in the 19th century there was a small village with a mill stone at the site of today's Tatras Kotlina. The settlement began to expand after a discovery of nearby Belianska cave. The village received the status of climatic spa. After World War I Tatranska Kotlina became a centre for treatment of tuberculosis and it was at that time when sanatorium was built. Later it was renovated and it has served the patients since then.

Special treatment

The environment is suitable for treatment of respiratory and heart diseases. In Tatranska Kotlina you can find comprehensive health and medical care, all at a high level. Tatranska Kotlina also uses a unique method of healing - speleotherapy in Belianska cave. The spa also helps to combat hay fever and other allergies.

Tatranska Kotlina has used Belianska cave for therapeutic purposes for its patients since 1991. Treatment in the cave is used as complementary therapy for respiratory organs. In particular, patients with allergic rhinitis and mild form of bronchial asthma or possibly with chronic or recurrent bronchitis. The essential benefit of this complementary therapy in the cave is mainly a

subjective feeling of improvement, such as withdrawal of shortness of breath, coughing, decongesting nose, an increase of physical performance.

The cave is a natural matter with ions of several elements, particularly calcium and magnesium. Inhalation of air increases cleaning ability of the airways. The environment of the caves is constant throughout the year - even temperature, air flow there is insignificant, and patients are not exposed to frontal weather changes. Patients' stay in the cave takes about 45 minutes. Cave entrances are organised all year round four days a week - Tuesday to Friday.

Belianska Cave meets the most stringent criteria imposed for therapeutic purposes. The cave is virtually sterile environment - free of allergens, low bacteria and dust particles in the air. Cave environment is uniform, with relatively high humidity, which favourably affects excretion.

Breathing exercises are an effective method of treatment of respiratory diseases. It uses a natural cave environment as inhalatory place where essential treatment element is the cave air.

Special attractions

Recommended is trip to Belianske Tatras, and a tour to the local peaks and valleys. The most beautiful is Monkova valley near the village Žiar. Žiar is in turn characterised by its folk architecture. The wooden houses are characterised by a variety of ornamental paintings. Houses have a blue coat and a red border around the windows.

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Pleso Spa

Libor Lihot'an

Location

Spa Štrbské pleso is the highest climatic spa in Slovakia. It lies by the lake called the same as the spa, and it is of glacial origin and lies at an altitude of 1351 m in a western part of the Slovak Tatra mountains.

This height and its therapeutically effective air conditions were reasons to establish climatic spa in Štrbské pleso.

History

The emergence of the spa Štrbské Pleso began in 1877 when, thanks to the founder of Strbske Pleso Joseph Szentiványi, accommodation establishments started to provide the first therapeutic balneology procedures. In 1885 Pleso was declared to be a spa location. After World War I it served as a hospital building built for war convalescents. And its importance grew after World War II, when Pleso served as nursing homes for convalescent, and later for the treatment of tuberculosis and in the 50's, thanks to husband of poet Maša Haľamová, MUDr. John Pullman, for the treatment of nonspecific respiratory diseases. In 1976 it was handed over to a nursing home Helios. During the years 1995 - 1997 Solisko house for treatment was reconstructed, and shortly after its reconstruction it won the top four international awards.

Special treatment

The basic method of treatment is climatotherapy. Its main ingredient is a stay of patients in the open air that is used for the medical rehabilitation. The most important natural healing factor is therapeutic effect of alpine climate, thanks to geographical location, altitude and protection from west and north wind currents. Mountain location above the layer of dust and smoke atmosphere and extensive stands of coniferous forests provide remarkable freshness and purity of air, dust, chemicals and other irritating substances and bacteria in the air. The purity of air is related and high intensity of solar ultraviolet radiation, which affect the whole human organism, promotes the production of vitamin D and other important ferment.

Physiological effects of climate stimulate the whole body, it is important that this effect is non-violent and applied throughout the whole treatment stay, which is important especially for chronic respiratory diseases.

Special attractions

Štrbské pleso is a place, which offers opportunities for all kinds of free time activities suitable for everyone all year around. Thanks to the location and the beautiful nature it is a wonderful place for hiking, biking and skiing as much as for climbing, tennis and swimming.

There is a lot to see and a lot to do. Here are some places, which are worth seeing: Waterfall Skok, Popradske pleso, Kriváň and for the fans of skiing we have to mention very well equipped and modern ski resort Park Snow Strbske pleso.



Fig.1: Spa house Solisko, Strbske pleso

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Piešťany Spa - The Pearl of a Slovak Spa Tourism

Matúš Markovič

History of the Piešťany Spa

Piešťany seems to be interesting for foreigners simply because of its name. Etymologists see the origin of the name Pescan in the word sand. The first settlements were established near the sandy soils around the river Váh. Archaeologists have discovered incredibly interesting finds and found the remains of bones of prehistoric animals and traces of some settlements established by prehistoric humans here and in the surrounding locations, which gives evidence of the attraction of the hot springs in this fertile valley. An exceptionally precious and rare finding from this region is the delicate statue of a woman from a mammoth's tusk, well-known as the Moravians Venus. Scientists estimate it was made at about 22 860 years BC.

People say that curative effects of our springs were first discovered by Roman legions. Roman horses were so tired after their long journey that they could not continue without a rest. Soldiers then decided to relax for several days next to a muddy meadow near the river Váh. Their horses supposedly continued the journey unusually fresh after the stay.

A crucial era in the development of Piešťany spas is related to the name of the family Winter. At the beginning of 20th century the spa hotel Thermia Palace was created along with the building of balneal therapy Irma (1912), later a spa hotel Pro Patria (1916) and in the thirties the hotel Excelsior (today's Jalta) in a functional style were added. Father Alexander and later his sons, especially Ľudovít and Imrich struggled to develop the cultural and social life in Piešťany and for the first time they focused on the common joint interest of the town as well as the spa. They laid the foundations of the Balneology museum, they invited young talented doctors and physicians to Piešťany. Some of the more notable include: František Ernest Scherer, Adalbert Wagner, Hermann Alter, Samuel Weinberger, Koloman Fodor, Eduard Weisz, father and son Zigmund and Leo Alexandre, Vratislav Kučera, Eduard Cmunt, Ladislav Schmidt, Jozef Brežný, Gejza Vámoš, Štefan Kollár and others.

During the period of the spa management by the Winters, roads and transportation system improved dramatically.

Famous Guests

Bulgarian tsar Ferdinand I from the family Coburgs was a frequent visitor to spas and during his stay in 1917 he established here his wartime general staff as well. German emperor Wilhelm II came for consultation and advice on the future leadership of World War I and the last Austrian emperor Karol I.

The world-famous actresses Lillian Gish, Henny Porten, Diana Napier, Swedish writer, the Noble Prize winner for literature Selma Lagerlöff, distinguished politicians Edvard Beneš, Vavro Šrobár, Jan Masaryk, a famous Czech actor, a comedian and an entertainer Vlasta Burian, a young Austrian composer Johann Strauss Jr., a German singer Richard Tauber, an English historian Robert Seaton-Watson, Sir Henry Davis, a founder of a tennis competition Davis Cup, a Czech journalist Jaroslav Hašek, a famous Russian opera singer Fjodor I Šaljapin. It is said that even Ludwig van Beethoven looked for his inspiration in the picturesque environment of Bacchus Villa.

Even today Spa Piešťany is visited by presidents, prime ministers, ministers of European government and well-known personalities – an actresses Claudia Cardinale, a Norwegian Mia Gundersen, a model Claudia Schiffer, athletes such as David Coulthard or Jaromír Jágr have used our unique procedures. Many Slovak personalities have made use of our facilities including: Mária Kráľovičová, Emília Vášaryová, Zdena Studenková, Miro Procházka, Milan Lasica, Ivan Letko, Boris Filan, Katarína Kolníková, Stanislav Štepka, Peter Dvorský and many others.

Types of Spa Stays

Traditional spa stay

Traditional spa stay light

Spa stay slime line

Preventive spa stay

Osteoporosis spa stay

Taste of Piešťany

Detoxification spa stay

Hotel accommodation

This large variety confirms the statement that Piešťany can claim the title „Hybrid Spas“, which is also one of the new trends in spa tourism spreading quickly around the globe.

Piešťany spa offers a large variety of different treatments, and some of them are truly unique. The next chapter is dedicated to these special treatments.

Treatments in Piešťany Spa

All procedures are aimed at relaxation or healing of your body. Every package contains several procedures that are carefully chosen by our experts to provide you with the greatest possible effect on your body, and it does not matter if you are in our spas just for a wellness weekend or you are here for a longer stay, aimed at healing the disease you suffer from. Our doctors are at your disposal whether you need them just for a piece of simple advice or for further consultations about your treatment. They are there to help you identify the source of your troubles and to recommend a treatment of them if you wish so.

Since spa Piešťany provides a wide range of procedures, a combination of wellness stays and medical stays is not a problem. All you need to do is to come.

Thermal mineral water

The unique thermal water rises from ten springs through tectonic breaks at a depth of approximately 2,000 metres. It contains 1,500 mg of mineral elements per litre of water, and is trapped at a depth of 60 m, which guarantees a constant chemical composition and temperature. The water temperature of the 10 springs at the outlet is from 67 to 69°C, and it is used for baths and drinking cures.

The most important component for treatment of diseases of kinetic locomotive apparatus is the high content of sulphur (from 6 to 10 mg per litre), which occurs in the water in various forms and chemical compounds (sulphates, sulphites, sulphides)

Sulphur mud

Spa Piešťany's sulphur mud is a unique peloid. Its base is homogenized sediment precipitating in the river Váh by-pass branch on the site of the current hot springs of the sulphuric thermal mineral water.

It is prepared for balneological applications using original technology which causes it to mature and regenerate and is accompanied by a multitude of chemical and biological reactions. The mature mud has a butter-like consistency, it is greasy, malleable, with good heat conducting features, it cools down four times slower than water, compared to which the former has 350x higher viscosity. Mud packs of Piešťany mud have positive effects on cartilage nutrition, mineral changes in bones, synovia, articular capsules, muscles, and tendons. Its effects on intervertebral discs are also notable; the substance of the intervertebral disc is renewed and its hydration improves significantly. Another noteworthy effect is the suppression of the activity of leukocyte elastase which is involved in the destruction of joint structures during inflammatory joint disorders.

Special treatments

Khanya whole-body massage

Khanya whole-body treatment

Khanya skin treatment

Scen Tao massage

Local compress with sulphur mud + dry pack

Salt cave

Phototherapy

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<http://www.balneomuzeum.sk/main.htm>

<http://www.domumenia-piestany.sk/>

Bardejov Spa

Lenka Murínová

Location

The health resort is situated at the hill side of the Nizke Beskydy mountains in the middle of mixed forests, 325 m above sea level, 4 km from Bardejov city¹.

History

The first written mention of Bardejov Spa dates back to 1247 when the Hungarian king Béla IV donated the territory of the present spa jointly with the springs to the town Bardejov.

Up to the 15th century there is no precise information about the spa. The good reputation, however, spread over very quickly and the first booths for bathing sick people, coming here from distant surroundings, were built in 1505. In 1777 the first brick building was built near the springs. The building had 12 rooms and provided patients with comfort. The curative effects attracted the Hungarian and Polish nobility which contributed essentially to the development of Bardejov spa². The first written scientific report on the results of the analyses of the two most frequently used Bardejov springs - the Main and the Spa spring /Hlavný, Kúpeľný prameň/ was given by professor Pavol Kitaibel from Pest in 1795³. At that time 7 mineral springs were utilised. Kitaibel's report contributed to the fact that Bardejov Spa belonged to the most often visited spas of Hungary by the end of the 18th century. In the first half of the 19th century the Bardejov spa experienced a flourishing time. Within a short time a new spacious spa-house and several dwelling houses were built. At that time already 13 mineral springs were utilised⁴.

Special mineral water

Bardejov mineral water is natural curative water, weak - medium mineralised, hydrogen carbonic-chlorid, sodium, ferric, carbonic, cold, hypotonic, with enhanced content of bore acid.

Mineral springs:

- Spring Herkules
- Main Spring

- Medicinal Spring
- Spring Alžbeta
- Spring Klára
- Spring Napoleon
- Spring Anna
- Collonade Spring

The waters are used for drinking cures, mineral bath and inhalation. All the mineral springs are conducted into the roofed, heated colonnade where they are applied for internal balneotherapy by a way of a drinking cure⁵.

Special treatments

It is possible to cure the following indications specified by law in the Bardejov Spa:

- Oncological diseases
- Disorders of blood circulation system
- Disorders of the gastrointestinal system
- Disorders of metabolism and the glands of internal secretion
- Non-tuberculosis type disorders of the respiratory organs
- Renal and urinary tract disorders

Professional diseases⁶

Procedures:

- Rehabilitation – therapeutic physical education (individual, group), group hydrokinetic – therapy, oxygen therapy.
- Massages – classical, reflex, honey detoxicative, manual lymph drainage, reflex massage of soles, massage with lava stones, machine lymph drainage, TUI-NA Chinese massage.
- Therapeutic inhalation
- Water therapy – whirl bath of upper and lower extremities, treading bath, bubble bath, hydro-massage, salt bath, scotch douche, subaqual massage, drinking cure, mineral bath, additive bath (eucalyptus, lavender, rosemary), whirlpool, peat bath.
- Heat treatment – paraffin wrap, thermo-therapy, Finnish sauna, peat compresses.

- Electrotherapy – carbonic therapies, capping vacuum-therapy (traditional procedure), halotherapy – salt caves⁷.

Specialities

- *Famous persons:* the Austro-Hungarian emperor Josef II (1783), Maria Louisa, the later wife of emperor Napoleon (1809), the Russian tsar Alexander I (1821), the Polish queen Maria Kazimiera Sobieska, a wife of the Polish king John III Sobiesky and in 1895 the wife of the emperor Frantz Josef I., the empress Elisabeth, called Sissi whose sculpture is ascending in the spa park⁸ received some therapy here.
- *Tourist attractions:* Only 4 miles away there lies a historical town of Bardejov, recently inscribed by the UNESCO in the List of the World Heritage. Open-air museum, Basilica St. Egidius in Bardejov, Ruins of Zborov castle, Sarisske Museum, Stebnicka Huta, Regetovka⁹.

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⁹ <http://www.bardejovske.sk/en/articles.php>

Nový Smokovec Spa

Lenka Murínová

Location

A spa is located in the Slovak Tatra mountains. As a mountain spa, Novy Smokovec has an ideal location on the wooded hillside at the southern foot of Slavkovsky peak at an altitude of 1010 m. From the north it is protected by a huge massif of Tatra peaks. And in the south a wide valley of Poprad opens up. The spa is situated in the heart of the Tatra settlements in the middle of the green pine forests¹.

History

The health resort was founded by Dr. Nikolaus Szontágh, (1843 – 1899), who gave the rise to the climate therapy in this health resort. He studied the climatic conditions in the region of the High Tatras and founded the first spa facility for treatment of tuberculosis in the Carpathian mountains. He became a pioneer in the field of climatic treatment. On the break of the centuries there were 38 buildings in Nový Smokovec, 26 of them belonged to the sanatorium, which provided 340 places. After his father's death, Doktor Szontágh junior took over the sanatorium and modernised it. After WW II Nový Smokovec became a state owned health resort².

Special treatments

The spa Nový Smokovec currently provides complex treatment care based on utilization of combination of natural and modern treatment methods. The stay is particularly suitable for allergic people, because of the Tatras climate with clean air. Novy Smokovec provides an institutional balneal care for patients with following diseases:

- asthma or other disorders of the respiratory system
- non-tuberculosis diseases of respiratory ways
- diseases from disorders of metabolism and glands with internal secretion
- mental diseases
- vocational disease

The most popular treatment procedures include undoubtedly inhalation treatment, hydrotherapy, massages, electric treatment, thermotherapy, phototherapy or treatment by body education. Apart from this, drawing new energy and a perfect relaxation can be achieved by wellness services³.

Specialities

- *Wellness* – for all guests who are looking for relaxation after a busy day, as well as for those who prefer active relaxation, the spa offers the services of new wellness centre. You can enjoy Finnish sauna, Steam sauna, Salt inhalation, Infrasauna, Whirlpool, Kneipp's bath for your legs⁴.
- *Tourist attractions* – Hrebienok – Starý Smokovec, Giant waterfall High Tatra, Waterfalls of Cold Creek, Saddle Lomnicke, Golf course Black Stork, Belianska cave, Ski Centre Strelnica – Zdiar, Park Snow High Tatras – Strbske Pleso, Valley Bachledova⁵.

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Turčianske Teplice

Renáta Sidorjaková

Location

One of the oldest European Spa, Turčianske Teplice lies in the heart of Slovakia in Turiec Region, on a plain surrounded by mountain ranges. The Turiec region is a home to a number of cultural and architectural sights. Spa Turčianske Teplice lies in nature-lover paradise amid the hills in a basin of the river Turiec, winding between mountain ranges of two National Parks. The ridges and rocky crests of Mala Fatra NP offer fabulous views of picturesque mountain ranges and valleys of Central Slovakia and it is not an accident that they are often called „the roof of Slovakia“. Long unspoiled valleys of Velka Fatra NP (among them Gaderska, Blatnicka and Necnalska valleys) are home to numerous precious species of fauna and flora. ^[1]

History

Turčianske Teplice spa belongs to the oldest and best known spa towns in the whole Europe. The first written text known to mention its existence refers back to 1281 when King Ladislaus IV the Cuman donated the territory rich in thermal springs to Count Peter. The healing effects of the thermal mineral water were keenly sought for by monarchs, noblemen, and by subjects of the lords as well. In 1423, King Sigismund of Luxemburg attended by his entourage tried the healing and regenerative effects of these springs. Another famous monarch, King Maximilian of Habsburg, Emperor of Mexico, came here to rest and recuperate. Countess Nyári, Francis II Vesselényi, and Mária Sečianska who was known as Venus of Muráň due to her remarkable beauty, also came to the Turiec spa on a regular basis. Prominent doctors and scholars worked in the spa of Turčianske Teplice, many of whom, apart from operating their own medical practice, did scientific research here. The healing effects and rare composition of the Turiec thermal water were first described by Kremnica City Doctor, a Halle University Medical School graduate, Dr. Ján Lisschoviny. In his work Dr. Ján Lisschoviny for the first time described all of the Turiec's thermal springs, the composition of their water, and the healing effects they have. ^[2]

Special mineral water

The thermal water of the Turiec spa rich in mineral salts has demonstrably healing effects on diseases of the locomotive organs and urinary, neural, and gynaecological problems. The high contents of calcium, magnesium and fluorine are utilised for drinking cures as prevention against osteoporosis, multiple types of kidney stones, and against gall bladder problems and intestinal diseases. ^[3]

Special treatments

- complete balneotherapy
- specialised medical care
- baths in thermal pools
- mud compressions
- limoplast /combination of mud and paraffin/
- physiotherapy /hydro-electro-heat-therapy/
- gas injections
- rehabilitation
- acupuncture
- medical therapy
- turf compressions
- Kneip's therapy
- diet food ^[3]

Tourist attractions

The beauty of the Turiec nature is just magic. That is why people often call it Turiec Back-garden or Lost Paradise. The Veľká Fatra mountains with their valleys of Blatnica, Jasenská and Gader, then The Malá Fatra mountains with their peak named Kriváň, Valley of Vrátna, Waterfall of Šútovo and the separate ridge called Martinské hole, all these places offer a great deal of space for unforgettable hikes or just lazy ambles. There is a path leading from the mountain chain of Kremnické vrchy straight across the exact geographical centre of mainland Europe down to the historical city of Kremnica (better known as Kremnitz). A number of interesting castles and strongholds are located here. Only 15 kms from the spa one finds the ruins of one of the smallest Slovak castles Zniev. Also the ancient castles Blatnica, Sklabiňa, and Strečno do deserve attention. Just 1 km from

the borough of Kremnické bane is the geographical centre of mainland Europe.

Museum of Hunting based in the restored castle Antol (near Banská Štiavnica) or well-known golf course in Tále are also worth visiting. ^[2]

Dudince **Renáta Sidorjaková**

Location

Spa Dudince belongs to the youngest spa in Slovakia and is located in southern part of Central Slovakia at the foot of Krupinská planina plain in the environment free of exhausts and industry. Dudince is known as a place with the highest sunshine and temperate winters. ^[4]

History

The first written evidence of the existence of Dudince, then called Dyud, dates from 1248. In the past, the international „Via Magna” (Great Way) connecting Budapest with Krakow and the Baltic Sea went through Dudince. The mineral water has been used since the Middle Ages for the treatment of rheumatism, inflammation of the eyes, digestive and skin diseases, as can be seen in the works of Matěj Bel and Professor von Crantz in the 18th century. Around 1890, specialists from Vienna arrived in Dudince to investigate the springs, and, based on their findings, Dudince was officially certified as curative in 1894. It was a breakthrough in the history of the spa, and awareness of their healing power started to spread. The most special visitor – the popular Empress Elizabeth, known as Sisi – was also convinced of their curative effect.

At that time the water was mostly used for drinking cures; it was even bottled and exported to America and Egypt at the beginning of the 20th century.

At that time this advertising slogan was created: „The healing water of Dudince, Queen of all mineral waters” and the first mineral pools were put into operation. Hugo Oberndorff, the owner of one of the springs, had a pool built for his family; the second was built by Filip Gutmann, after whom the pool and springs were leased by Kálmán Brázzy of Budapest.

After World War II, the history of Dudince as a spa town with comprehensive care started to be written – in the ‘50s extensive hydro-geological research was undertaken, and in the ‘60s the first bath houses

began to be built. The unique mineral water helps in the treatment of locomotive, cardiovascular and nervous system diseases. ^[5]

Special mineral water

Technical analysis characterises this water as strongly mineralised, carbonic, hydrogen-carbonate-chloride, sodium-calcium water with additional boron, fluorine and magnesium, slightly acid, tepid and hypotonic, with a natural temperature of 28°C and overall mineralisation of 5.667 mg/l. The content of almost 1.600 mg of carbon dioxide and 6 mg of hydrogen-sulphide per litre makes the water unique worldwide. ^[5]

Special treatments

Patients from all over the world suffering from diseases such as diseases of locomotion apparatus, cardiovascular and rheumatic disorders including hypertension, joint pain, heart diseases, neurological disorders, hypertension, arthritis or stress, receive the best possible treatment. To attain the expected result the patients can use several kinds of treatment: mechanotherapy – hydrotherapy and massage, gas injection, laser, mineral baths, dynamic therapy, paraffin wraps, electrotherapy, magneto therapy, fitness ball exercises and acupuncture. ^[6]

Tourist attractions

There are diverse possibilities of spending the leisure time in Dudince. Besides of sport (minigolf, tennis, volley-ball, table tennis, billiards, swimming, cycle-tourism, and hiking) it is relaxing, trips to cultural and historical sites etc. Also for guests, who like a bit of social activities, dancing parties with live music, concerts, folklore performances, movie shows in the cinema or in summer amphitheatre, expositions and others are organized. The public swimming pool in Dudince is open from May to September. It is recommended to see the Roman baths in spa Dudince, it is actually 32 pools carved to a travertine rock, where the soldiers of Roman legions used to bath. Hotels and spa houses regularly organise trips to the near surroundings to historical, cultural sights and other curiosities, for example Banská Štiavnica (UNESCO), manor house Svätý Anton, mining open-air museum etc. ^[7]

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Spa Rajecké Teplice

Radoslava Tóthová

Location

This small spa town is located about 15 kilometres south of another big city Žilina. It lies between the two rivers - the Rajčianka and the Kuneradka. Rajecké Teplice is enclosed with deciduous and coniferous forests of Súľov hills and Malá Fatra Mountains.

There is clear air without any air - pollution and with minimum content of dust. Therefore, Rajecké Teplice is a kind of a recreational or a holiday place for tourists especially from the Czech Republic, Poland and Germany but also from other parts of Slovakia.

(http://wikitravel.org/en/Rajecke_Teplice)

History

Located between the Lúčanská Malá Fatra and Martinské hole Hills in the valley of the Rajčianka river, the spa has been marked as Thermae on a map since 1376.

The Lietava domain was developed at the beginning of the 17th century and it covered the thermal spa together with a broad surrounding and the first settlements from which the present spa - Rajecké Teplice –developed. There were three spa pools available for guests and the treatment focused on paralysis, rheumatism, oedema and various dermatological diseases.

A good time for the spa came only at the end of the 18th century, when baron Ján Kalis, one of the heirs of the Lietava domain, built a brick house with 14 rooms at significant costs. At those times the spa was divided into three parts for gentry, burghers and common people and there were three roofed pools: Noble, Common and Poor.

During the era of the Slovak State, the spa was taken over by the Workers' Social Insurance Company in 1941 that built an open-air swimming pool with thermal water. In 1959, Rajecké Teplice was given a status of a spa town, demarcating the area of the spa and ensuring protection of the healing springs.

The spa went through an extensive renovation after 1996, thanks to the efforts of the owners, who changed the spa out of all recognition, making Rajecké Teplice an attractive place for both therapeutic and relaxation wellness stays.

(http://www.spa.sk/en/history/history_and_presence.php)

The thermal springs

The thermal springs of 38 °C hydrocarbonate-calcium-magnesium-containing curative water has curative effects. Now there are treated degenerative diseases, conditions after injuries, surgeries of joint and spine, neurological conditions, and some vasoneuroses. Among neurological conditions in the spa are treated neuromuscular degenerative diseases, Parkinson's disease, and some occupational diseases. (http://wikitravel.org/en/Rajecke_Teplice)

Special treatments

APHRODITE is the first spa in Slovakia to offer you

- Professional Cellulites reduction concept
- Special devices with anti-cellulites effect
- Oxygen mesotherapy - our spa newcomer
- Thai massages

Spa Rajecké Teplice offers various kinds of massages. Besides classical massages there is Honey massage, Lava stone massage, chocolate massage, Havana rum Massage, Thai massage and many others.

Sauna world

The spa also provides a complex of sauna facilities and steam baths situated in a marvellous environment of oriental style. Guests can find a classic Finnish sauna, Tepidarium, that nicely warms the whole body, an exclusive steam baths, Arabic sauna, salt sauna and herbal sauna.

Oxygenotherapy

Inhalation of suitably moistened air enriched with 60 - 90% oxygen; the procedure includes serving a vitamin drink, inhaled oxygen has significant rejuvenating and regenerative effects on tissues and enhanced mental activities

Turf

Application of a warm peat pack onto painful places to allow gradual penetration of healing warmth and humic acids contained in the peloid mud

Gas injections

Injections of CO₂ into painful areas to improve blood circulation and release pain

(http://www.spa.sk/en/medical_wellness.php)

Specialities

Visitors can relax at Cymbalo music in restaurant Fishermen's bastion. During a free time, visitors can enjoy rowing on the lake.

Horse riding

Horse riding through the picturesque countryside of Rajecká valley, for both beginners and advanced riders.

Manor-house Kunerad

The manor house was built in 1916. During the Slovak National Uprising it was the seat of the headquarters of 2nd Partisan Brigade of M. R. Štefánik. The Fascists burned the manor-house on 25th September 1944, but after liberation it was recovered. The manor house is situated in the village Kunerad, 7 km from Rajecké Teplice.

Strečno Castle

Well-preserved relics of the castle built in the 14th century. The castle belongs to the national cultural heritage. Visitors can admire preserved constructions like tower, palace and inner fortification circuit. From its top there is a beautiful view on the river Váh valley and Malá Fatra Mountains. The castle is located 25 km from Rajecké Teplice.

Čičmany

The national heritage Čičmany comprises of the unique system of 136 wooden houses with specific white ornaments.

Skiing resorts offer panoramatic views and slopes of high quality.
(Ski centre Vrátna, Veľká Rača-Oščadnica, Martinské hole, Čičmany)

Golf Park Rajec department is embedded in a beautiful country with natural water where high-quality courses are prepared for all levels of players.
(http://www.spa.sk/en/leisure_time.php)

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Spa Trenčianske Teplice Radoslava Tóthová

Location

A little piece of the Orient in the western Slovak hills. The spa is located in a north-western part of Slovakia close to Trenčín in one of the side valleys of a central Váh River region. Altitude is 272 m above the sea level. Due to its location the spa is protected from winds, as well as easily accessible to sunshine from the south. Its romantic beauty inspired a famous novelist to describe it as the Pearl of Carpathians.

(http://www.slovakia-spa.sk/triencanske_teplice_en.html)

History

The first document confirming Trenčianske Teplice as a spa dates to the start of the 13th century. The first complete document about this region, the thermal springs and their effects was written by an important physician, balneologist and epidemiologist Thomas Jordanus from Klausenburg. The big development began by the ownership of baron Georg Sina who bought the spa from Stephan Illésházy in 1835 in a flourishing state. His son Simon continued the development of the spa. His daughter Iphigenie had the nicest sight of the spa HAMMAM built in 1888 in a Moorish style by a Czech architect Franz Schmoranz.

(<http://www.herkules.sk/english/history-trenciansketeplice-anj/>)

The spa includes the houses of treatments in classical and modern style, they are situated in a park, full of paths and panoramic places. The most famous and characteristic building of the spa complex and the town itself is a spa house called Sina including the Hammam bath built in 1888 in oriental style. Other interesting facilities are a sanatorium and the music pavilion of 1932.

(http://www.slovakiatravels.com/sections/Routes/therme/therme_Trencianske-en.php)

The thermal springs

Thanks to the springs of mineral water with temperature of 37-40,2 °C and with chemical composition of sulphur - calcium-magnesium-thermal-hypotonic mineral water with a higher content of fluor, the spa is an ideal place for treatment of diseases like: mobility apparatus defects, rheumatic diseases, arthrosis, sclerosis multiplex, organic nervous diseases. (http://www.slovakiatravels.com/sections/Routes/therme/therme_Trencianske-en.php)

Special treatments

Drinking therapy: The Ifigénia spring –is used for drinking therapy to treat illnesses of the digestive tract including damage to the liver, diabetes, osteoporosis and others – amounts of sulphur, fluorine in the water form the active healing content during drinking therapy.

Mineral fango – this is a mixture of mechanically processed mud rock mixed with therapeutic spa waters into a smooth paste. It is applied in a warming wrap.

Mud – is a pure natural product that works to relieve inflammation, is antibacterial and when warmed it can also relax muscles and improve blood flow. It is applied warm in the form of a wrap.

Motion Therapy

The most modern methods are used for motion therapy and are directly targeted at the individual type of disability to improve and renew limited motion or mobility.

- Exercise – individually or in groups, water exercise
- Yoga
- Fitness
- Swimming
- Nordic walking
- Mechanical therapy – exercise with machines, bicycling

TOMESA-this is a combination of selectable ultraviolet lighting and a bath enriched with Dead Sea salts.

(<http://www.kupele-teplice.sk/en/en-procedury-a-liecba/>)

Specialities

Within the spa city, the ART FILM FESTIVAL, focusing on films about art and artists, is held annually and is visited by various important members of the film community such as Franco Nero, Gina Lollobrigida, Geraldine Chaplin and Alberto Sordi.

Among the most important cultural events of the year is the chamber music festival HUDOBNÉ LETO that also features international participation. Chamber music concerts, operas and operettas, entertainment programmes, shows of folk groups or promenade concerts held in the park all attract a variety of visitors.

Air and parachuting sports: in nearby Slávnica.

Hot-air ballooning: during good weather

The steep hills surrounding the town are veined with an extensive system of hiking trails. Across the street from the train station is a map showing three different routes that range in length from 20 minutes to an hour and a half.

There is a possibility to take flights in small jets over the surrounding country.

In winter ski lovers can utilise several ski resorts in local mountains. (<http://www.kupele-teplice.sk/en/en-volny-cas/>)

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New Trends in Slovak Spa Industry

By Kuzmová, Lihot'an, Markovič, Murínová, Sidorjaková,
Tóthová

I. World trends in Slovak spa industry

a) Prevention

The factors that are driving this spa trend include:

- a global spotlight on how expensive, inefficient, and unsustainable the “wait-to-get-sick” healthcare model really is.,
- new evidence that stress contributes directly to 80 percent of all diseases,
- mounting evidence that the cornerstones of the modern spa industry are medically proven to forestall illness and promote longevity.

Within the spa industry, the oft-maligned word "pampering" will gain new respect as basic relaxation and de-stressing are now known to have such a powerful impact on people's health.

<http://spas.about.com/od/stressmanagement/a/spasandprevention.htm>

b) The Hybrid Spa

Spas are incorporating more fitness, fitness centers are incorporating more spa, hospitals are incorporating spa elements, and spas are bringing in more medical doctors and specialists.

The last survey says that 64% of spas still identify themselves as a „pure spa,” but 38% of those plan to add hybrid (fitness, complementary medicine, cosmetics, wellness procedures, etc.) elements in the future.

Only 26% of spas plan to remain pure.

<http://spas.about.com/od/spatrendsfor2010/a/hybridspas.htm>

c) Influence of Eastern culture

There are many „alternative“ or „complementary“ practices so-called New Ages Therapies (e.g. acupuncture, reiki, ayurveda, Chinese medicine, Feng Shui) and spiritual practices like yoga and meditation, which have a long history in Eastern countries are now being offered in Slovakia. Even this influence of East and Asian wellness is clearly becoming more persuasive. (Smith-Puczko,2008)

At the same time products and services are becoming even more exclusive, extravagant and luxurious. (Cohen-Bodeker,2008)

II. Special stays in the Slovak Republic

In general we can divide them:

A. MEDICAL STAYS

Stays focused on treatment of indicated diseases. A part of most therapeutic stays are initial medical examinations, where the client is examined by a specialist, and on base of this examination he determines the curative plan for the whole stay duration.

Thermal springs, mud and unique climate with its unbelievable healing power bring relief. Rich natural resources for the spa treatment of various diseases created the conditions for the construction and development of spas in Slovakia. Medical stays include treatments and professional care. The undisputed benefit of those stays is rich offer of modern therapies.

1. Spa stay Osteoporosis (Piešťany Spa, Lučky Spa)

It is a stay, which includes accommodation with full board - a special diet based on food high in calcium and other elements that enhance calcium absorption into the body (salads, fruits, fruit juices). Physician and medical examinations, focusing on the symptoms of osteoporosis and its complications, the individual prescription + diet + dietary consultation with a physiotherapist assistant + advice on the prevention and treatment of osteoporosis.

<http://www.spapiestany.sk/en/stays/osteoporosis-spa-stay1.html>

2. Recovery stay of the respiratory tract (Bardejov Spa, Vysne Ruzbachy Spa, Novy Smokovec Spa, Stos Spa)

Spa stay focused on the regeneration of the upper respiratory tract. The part of the stay is treatments such as inhalation therapy or drinking cures. Clients may use the swimming pool, sports and other wellness hotel.

3. Stay against backache, (Piešťany Spa, Turčianske Teplice Spa, Trencianske Teplice)

The stay is designed especially for people with sedentary jobs. Pain certainly stops after completion of hydrotherapy, massage or

electrotherapy, Pilates exercise, individual exercise or workout on fit balls. Stay focuses not only on treatment but also prevention of back pain.

<http://spa.relaxos.com/stay-against-backache-spa-hotel-park-a1-3192-en.htm>

4. **Weekend Wellbeing Stay, (Sliac Spa, Tatranska Kotlina Spa)**

This is a classic stay using not only wellness but also the natural healing resources. Wellbeing stay regenerates your body just for a weekend.

5. **Seniors stay (Sliac spa, Dudince Spa, Turcianske Teplice Spa, Brusno Spa, Ciz Spa, Nimnica Spa, Rajecke Teplice Spa, Bojnice Spa, Sklene Teplice Spa)**

Senior stays have therapeutic and relaxation programmes adapted for older people. These stays are focused on treatment, relaxation and regeneration of physical and mental energy. Their duration is in average from 4 to 6 nights and they contain in average 1 to 2 treatments daily.

<http://www.sunflowers-agency.com/seniors-stays.php>

6. **Hippotherapy Stay (Ciz Spa, Vysne Ruzbachy Spa)**

Stay is for those who would like to use healing abilities of horses. The residence includes driving rehabilitation programmes to help with nerve and orthopaedic problems. Of course, it is counted with those who get into the saddle for the first time.

<http://www.hippoterapia.sk/hippoterapia/>

<http://www.cpparent.org/hippotherapy/articles/introduction.htm>

B. PREVENTION STAYS

It is never too late for a healthy life style and prevention from illnesses. Prevent curative stays are recommended for the people who do not suffer from health problems and want to do something protective for their body within the scope of prevention.

1. **Reconditioning spa stay for employees (Trenčianske Teplice Spa, Rajecké Teplice Spa)**

The inviting spa environment along with the wide range of services is the ideal place for employees to relax. Accommodation, full board (half board), medical examination and a minimum of 2 procedures per day (depending on the type of stay) are included in the daily cost of accommodation for clients.

<http://www.kupele-teplice.sk/en/en-pobyty/551/>

2. **Healing spa stay**

Stay focused mainly on prevention and partially on treatment. The unique medical procedure, recommended by a doctor will increase your immunity to disease.

3. **Detoxication stay (Piestany Spa, Trencianske Teplice Spa, Nimnica Spa, Smrdaky Spa)**

Stay focused on an elimination of harmful substances in the body using special diets and treatments. Professional doctor diagnoses your problems at the entrance examination and prescribes treatments like electrotherapy, hydrotherapy, sauna or exercises during your stay.

4. **Stay SPA & AQUAPARK**

Curative stay Spa&AQUAPARK provides a variety of therapeutic treatments, and group exercises in the thermal pool using complex services of aquapark.

http://www.therme.sk/index.php?action=pobyt&ref=po_spa_aqu
<http://www.slovakia.travel/portal.aspx?l=2&smi=108073&ami=108073>

5. **Weight loss stays (Bojnice Spa, Piestany Spa, Rajecké Teplice Spa)**

Slimming stays are dedicated to men and women, who have a couple of extra kilos, who need to relax and at the same time to activate themselves. Stays use the favourable effects of spa care, physical exercises, climate-therapy and diet, and they are based on the principles of rational nutrition. The target of these stays is to get rid of a couple of kilos, but mainly to acquire the healthy and rational approach to your own organism. A duration of stay for at least 28 days is recommended for the significant weight reduction.

<http://www.sunflowers-agency.com/weight-loss-holidays.php>

6. **BODY FORMING Spa Stay (Turčianske Teplice Spa)**

Special stay focused on body forming with a decline in cm in troubled parts of the body. It is provided by a special low-calorie diet and body forming procedures.

<http://www.therme.sk/index.php?action=pobyt&ref=BODY>

C. RELAXATION STAYS

In addition to curative and preventive stays, spas offer a wide range of relaxation stays - ideal for weekends. Relaxation stay for one's body and mind is very suitable for gaining new energy. Nowadays, there are several wellness procedures, which are used with a big success and they are very often a part of relaxation stays in spas.

1. **Antistress stay (Piešťany Spa, Trenčianske Teplice Spa, Rajecké Teplice Spa, Spa Starý Smokovec, Nový Smokovec Spa)**

A stay focused mainly on stress relief, as well as a comprehensive physical and mental recovery. A visit to a specialist is a part of the stay. Free access to water world or fitness centre where you shall rest your mind and body is also offered.

<http://www.sunflowers-agency.com/slovakia/trencianske-teplice/antistress-stay-2010-7-nights-2241.php?kodHotel=6>

2. **Stay for families with children, (Dudince Spa, Sliač Spa, Turčianske Teplice Spa, Brusno Spa, Číž Spa, Nimnica Spa, Rajecké Teplice Spa, Bojnice Spa, Lúčky Spa, Sklené Teplice Spa)**

Stay designed for family recreation, entertainment and comfort. Clients can undergo exercise treatments, make use of the water world, or any other wellness procedures for families with children. Children may have fun in the pool and you can take a deserved rest.

3. **Beauty stays for women (Rajecké Teplice Spa, Dudince Spa, Sliač Spa, Turčianske Teplice Spa, Brusno Spa, Číž Spa, Nimnica Spa, Starý Smokovec Spa, Bojnice Spa, Lúčky Spa, Sklené Teplice Spa)**

A stay focused mainly on women, which not only offers beauty treatments, but it is also good for relaxation and regeneration of the whole organism. Clients have the so-called beauty programmes, wellness or selected treatments such as thermotherapy, hydrotherapy or massage at their disposal.

4. **Romantic stay (Dudince Spa, Trenčianske Teplice Spa, Nimnica Spa, Smrdáky Spa)**

A relaxation stay for couples who want to enjoy time full of romance, comfort and relaxation. During the stay they can use the unique services of the hotel, such as wellness, sauna, sports facilities, and they can take part in several therapeutic activities like hydrotherapy or physiotherapy.

<http://spa.relaxos.com/for-lovers-stays-slovakia-a50-3.66.cc1-en.htm>

5. **Wellness stays (Bojnice Spa, Sklené Teplice Spa)**

Wellness programme is not just a system of exercise or physical activities - it is one's complex approach to physical and mental health and fitness. These wellness programmes include: Body Forming, Nordic Walking, Fitball, Trail Keep Fit, Aqua Aerobics, Stretching and Relaxation.

<http://www.kupele-bojnice.sk/index1.php?ids=57>

<http://spa.relaxos.com/wellness-stays-slovakia-a50-3.57.cc1-en.htm>

6. **Anti – age stay (Rajecke Teplice Spa)**

A package created by experts comprises special procedures and food helping to slowdown ageing appearances. It includes Oxygen Therapy, Vibration Sauna, manual lymphodrainage of face and décolletage, Oxygen mezzo Therapy – face and décolletage and Laser biostimulation.

III. Specialities of the Slovak spas

- **PIEŠŤANY SULPHUROUS MUD**

Spa Piešťany's sulphurous mud is a unique peloid. Its base is homogenised sediment precipitating in the river Váh by-pass branch on the site of the current hot springs of the sulphuric thermal mineral water. It is prepared for balneological application using original technology which causes it to mature and regenerate and is accompanied by a multitude of chemical and biological reactions. The mature mud has a butter-like consistency, it is greasy, malleable, with good heat conducting features, it cools down four times slower than water, compared to which the former has 350x higher viscosity. Mud packs of Piešťany mud have positive effects on cartilage nutrition, mineral changes in bones, synovia, articular capsules, muscles, and tendons. Its effects on intervertebral discs are also notable; the substance of the intervertebral disc is renewed and its hydration improves significantly. Another noteworthy effect is the suppression of the activity of leukocyte elastase which is involved in the destruction of joint structures during inflammatory joint disorders.

www.spapiestany.sk

- **CRYOTHERAPY (BOJNICE SPA, DUDINCE SPA)**

It is a treatment method of applying very low temperatures - the whole body is cold in the range - 130 to - 150 ° C for 2-3 minutes. All applicants who are about to undergo it have to take medical examination before. Cryotherapy is used successfully in sports medicine and the treatment of rheumatic diseases, musculoskeletal diseases, also in multiple sclerosis, gout, osteoarthritis, traumatic and inflammatory musculoskeletal conditions, as well as other diseases.

http://www.kupeleslovenska.sk/presentation_nr.php?id=1531&objmenu=1527, <http://www.herkules.sk/verbal/kryoterapia-dudince/>

- **MIRROR BATH (PIEŠŤANY SPA)**

A mirror pool is a wonderfully relaxing experience for both your mind and your body. The pool is filled with natural sulphuric thermal mineral water with a temperature of 38°-39°C and the guest is submerged up to his/her arms there.

Mirror pools have a distinctive meditative quality which promotes physical healing as well as mental relaxation. The duration of this treatment is subject to the doctor's prescription but usually lasts 10 – 20 minutes and ends with a dry total wrap for up to 15 minutes.

<http://www.spapiestany.sk/en/mirror-bath.html>

- **MUD POOL (PIEŠŤANY SPA)**

A mud pool is unique in a world of pool baths. It comprises natural bed made from 10 - 30 cm layer of original Piešťany sulphuric mud, with penetrating hot thermal mineral water springs, and the water layer reaching approximately 50 – 90 cm above the sulphuric mud. The temperature of the mineral water varies from 39° to 40°C, sometimes reaching locally higher levels in places above the springs. Patients stand, walk slowly or sit on the edge of the pool. They can practice the mobility of their joints, mainly of upper extremities, application of the warm mud on the body, etc.

<http://www.sunflowers-agency.com/treatment-methods/mud-pool.php>

SPECIAL MESSAGES

- **BALL MASSAGE (DUDINCE SPA)**

The ball massage is an old massage method making use of special foam rubber balls to relax and facilitate the skeleton muscles. The soft material of balls mediates the masseur's work on the client's body and brings peace of mind, overall relaxation, and relieves spasms. The direct effect of balls on skeleton muscles contributes to correct body posture and to overall improvement of health condition. The massage can help treating conditions after injuries, allergic and asthmatic problems, and weakened immune system. It speeds up treatment of some neurological conditions and suitably accompanies treatment of children's scoliosis. The gentle massage is suitable for clients with osteoporosis, people who do not tolerate pressure massages well and for children.

http://www.therme.sk/?action=procedura&ref=pr_mickov

- **MASSAGE WITH HOT LAVA STONES - SHEN XIN SHI (DUDINCE SPA)**

A massage with hot lava stones – Shen Xin Shi (meaning stone, body, soul) expresses the point of the massage. Stones help your body as well as your soul. This Chinese method is very popular. During massage 35 smooth lava stones warmed up to 37 - 40 °C in a water bath are used. They are applied to the body. Chakras are energy centres within our body that keep the body in harmony. Harmonisation of chakras by means of energy of essential virgin oils and gemstones relaxes chakras near the backbone and gives then energy.

Duration of this procedure depends on the type of massage recommended to the client by the doctor.

<http://www.kupeledudince.sk/?mid=654>

- **HONEY DETOXICATION MASSAGE (DUDINCE SPA)**

Already in the Middle Ages, people knew that honey had healing effects. It contains important trace elements and minerals often missed by our body. By means of the technology of sucking and pumping the honey detoxication massage eliminates old structures and toxins from your skin tissues. Honey detoxication massage is done by a physiotherapist and its net duration is 20 minutes. Clients are recommended to have at least 20 minute rest after the massage.

<http://www.kupeledudince.sk/?mid=662>

- **PEATY PACK (DUDINCE SPA)**

A peaty pack is recommended for treatment of chronic rheumatic diseases, muscle contractures, peripheral conditions after injuries and other indications. One of the major healing effects of the peat (soil of natural origin created by anaerobic decomposition of dead peaty plants) is its thermal effect achieved by warming up. Disposable peaty packs are applied to the place of application; they are covered with warmed thermal pad and a towel or a sheet.

<http://www.kupeledudince.sk/?mid=663>

- **BIOPACK (DUDINCE SPA)**

A biopack – dry carbonic bath is applied within the pleasant environment and its application is accompanied by esoteric music. A client lies in a pack filled with CO₂ gas from thermal spring, which has analgetic, anti-inflammatory and anti-rheumatic effects. The procedure is done by a nurse and its net duration is 40 minutes. Dry carbonic bath is another popular procedure offered by many beauty and health centres. Skin rejuvenation, improvement of cellulites or drainage of toxins – and all this in one package.

<http://www.kupeledudince.sk/?mid=655>

- **CUPPING (DUDINCE SPA)**

Cup treatment is based on application of round glass cups warmed by air to the client's skin. During cooling down, underpressure is created inside the cups. This method is very old, it has been known since the Middle Ages. Cups are applied to backbone, rarely on other part of body. After application of cupping treatment it is necessary to drink a lot of water, as liquid helps drainage of toxins from the body.

<http://www.kupeledudince.sk/?mid=666>

- **GRAPE WRAP (BOJNICE SPA)**

The secret of the wine therapy is in poly-phenols present in the grapes. These important elements are extracted during the fermentation process. The poly-phenols are powerful anti-oxidants. The various treatments of wine therapy, such as the wine scrub, the massages with the oil made of grape seeds free the skin from the dead cells giving it luminous and juvenile aspect, detoxifying the body and stimulating the circulation. The wine therapy is the most effective method of the skin treatment containing vitamin E and it is an innovation in the battle against aging. Substances contained in the wine help to fight the free radicals present in the body and they consequently make us remain young and vital. You will have the opportunity to enjoy this exclusive wine therapy massage, lying on the warm massage table made of precious stone - the Slovak Golden Onyx. You will have the opportunity to experience not only its beauty but also its positive energy. Comfortable relaxation room will offer you elegant and peaceful moments with a glass of wine in your hand.

<http://www.bojvin.eu/en/hotel/wellness/vino-a-voda/>

- **PEARL WRAP (DUDINCE SPA)**

Luxury pearl wrap with white nacre provides your skin brilliant pearl reflection. It enhances elasticity, hydration and firmness of the skin. The body wrap brings maximum enjoyment and improvements to the skin. Thousands of glittering pearls give your skin a crystal tone, regenerating it and giving it a shiny look.

<http://www.kupele-dudince.com/en/procedura.php?kodObjekt=390>

- **GOLDEN WRAP – SUN (DUDINCE SPA)**

Gold and energy are present in the sea environment. There is a fold, called the „golden algae“, which absorbs the precious element and allows its beneficial effects on the skin. The strength of the sun, gold and „golden algae“ is linked in the wrap, which has anti-aging preventative effect, stimulates metabolism, protects cellular DNA and brings great skin energy.

(<http://www.kupeledudince.sk/?mid=169>)

SPECIAL SALT CAVES

- **MICRO-CLIMATE IODINE SALT CAVE (PIESTANY SPA)**

The micro-climate iodine salt cave is made from primal natural sea salt, from the today's seas (Red, Dead, Baltic and Black) and prehistoric seas. It is situated in Napoleon Baths, at the thermal mineral pool of Adam Trajan, this enables a unique combination of two curative methods, which use natural iodine salt and thermal sulphur mineral water the effects of which are increased.

There is an intensive micro-climate built in the cave, which is similar to that at the sea coast, with a strong sea-aerosol complex, and it contains a high concentration of iodine, bromine, potassium, magnesium, calcium, iron and other elements. The micro-climate of the cave, situated at the mineral pool, contains also a big quantity of sulphur. Delivering of micro-elements into the cave's air is many-times bigger than in the natural seaside environment. According to the amount of inspired elements, it was calculated that 45-minutes stay in the cave equals a 3-days stay at the sea.

The cave is acoustically perfectly isolated, the curative stays in the cave are sensibly combined with relaxation music, which uses all the principles of music therapy. The cave is equipped with an ionisator, air moisturiser and a special inhalator of salt brine, which increases the amount of iodine and ions in the cave's micro-climate. The relaxing atmosphere is increased through the special lighting; the curative effect of light is used according to the principles of colour therapy.

<http://www.sunflowers-agency.com/slovakia/piestany/articles.php?kodClanok=23>

The curative influence of cave air uses Speleotherapy. **Speleotherapy** is highly valued by **Štós Health Spa**. The spa provides a unique health treatment of respiratory system in the near cave of Jasov. The spa has long-time traditions in this therapy with very good curative results. It is a method, profiting from specific properties of this environment and especially of aerosol from the subterranean spaces, mostly carst caves which are used to cure diseases of respiratory system and allergic diseases. The cave is actually the natural inhalation room which seems to be unique as to its composition, inimitable in any artificial way. Its special property is its constancy and ability of very fast renewal.

<http://www.bathspa.eu>

- **PARENICA CAVE STEAM BATH (SKLENÉ TEPLICE SPA)**

This bath, unique in Europe, is created in a natural cave with hyper-thermal mineral water that has a high content of magnesium and calcium. Healing water at a temperature of 42°C is beneficial for the locomotive system.

The steam bath is allowed for 20 minutes and is followed by a half-hour after-bath wrap and relaxation using a massage chair.

Water in the Parenica cave bath, as well as in all of the thermal resting pools, is absolutely natural and contains no chemical additives. The cave bath is drained on a daily basis and overnight is filled with fresh water full of healing powers, directly from the spring.

<http://www.kupele-skleneteplice.sk/?go=34&lang=2>

- **OZONOTHERAPY (SKLENÉ TEPLICE SPA)**

Ozonotherapy is a procedure that uses the fission of ozone into oxygen, which has an active effect on one's skin and significant rejuvenation and regeneration effects. It is an excellent prevention of cell ageing. The procedure is performed either with swimsuits or directly on the naked body. The procedure takes 25 minutes.

<http://www.kupele-skleneteplice.sk/?go=28&lang=2>

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SECTION 3:

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Content of the Section:

Types of Spa

1. Types of Spa According To the Application Form
2. Types of Spa for the International Spa Association

The Most Famous Spas in Turkey

TYPES OF SPA

1. Types of Spa According To the Application Form

1.1. About Home Spa

There are several things that can cause stress, including pressure in the workplace, great expectations from family and friends, and satisfying the goals you have set for yourself. Whatever it is that triggers your tension and anxiety, there is one amazing treat that can help pull you back on your feet: revelling in the wonders of a home spa.

Since it is a type of spa, a home spa also promises mental, physical, and spiritual renewal, thanks to a wide array of available treatments that advocate a complete sense of rejuvenation.

What people find appealing about spas, aside from the blissful indulgence they are bound to experience when they are in one, are the serene, perfectly calm surroundings that evoke oneness in thought, action, and feeling. Spas are generally built using simple and serene designs and décor to give off a soothing appeal in an instant. A home spa offers even more advantages since it promotes the comforts of home.

Before you commit yourself to a relaxing day at a home spa, it is best if you check out all your options first. While spas work towards one's well-being, they can cause damage to your wallet if you are not careful. These days, thanks to technological innovations, you can readily find professional home spas online. Compare the treatments available, as well as discounts and promos, before booking an appointment with a home spa. With patience and luck, you can get the best deal in home spa services.

1.2. About Beauty Spa

These days, more and more people feel the harmful effects of living a fast-paced life. The world we live in today is more demanding and to reach the top, one must work doubly hard. Stress, however, produces risks that, if unnoticed or unattended, can damage you for good. Stress can make you look older than you are, create premature fine lines and deepen your wrinkles.

To avoid such an ugly scenario, take a break from the usual hustle and bustle of the daily grind and surrender yourself to the calming treatments in a beauty spa.

A beauty spa is a type of spa that employs treatments and therapies dedicated to bring out one's inner beauty while reviving the outer beauty.

The term spa is associated with water treatment, which is formally known as balneotherapy; in fact, the name itself comes from the name of a town in Belgium where illnesses in the medieval times were cured. Like any other spas, a beauty spa also utilises the healing power of water, using it primarily as a beauty enhancer.

A beauty spa is sometimes confused with a health spa, but the two are different types of spa. The focus of beauty spas is primarily on relaxation and pampering, offering any kind of treatment that can induce rejuvenation. On the other hand, health spas are more centred on curing physical ailments, than on sheer enjoyment purposes.

Do not wait to scare your date away with your dark circles, puffy eyes, saggy cheeks, and that overall tense look. Keep stress – and its ugly signs – away by visiting a beauty spa near you.

1.3. About Swim Spa

Have you ever seen a kid who did not want to play in a puddle of water? How about a kid who was not awed by a fountain, no matter how big or small it is? Or any child who did not want to go out and jump in the rain? Remember how you were at the mere sight of water, a real wonder of nature? Well, today you can enjoy the same pleasure again. If you are looking for the perfect way to unwind, relax, and chill out, consider a trip to a swim spa.

Like any other type of spa, a swim spa is devoted to renewing one's physical, mental, and spiritual self through the employment of water treatment, hot and cold, which is formally known as balneotherapy. A swim spa's uniqueness can be found in its focus on water for leisurely activities, such as swimming, while providing the element's healing powers for certain ailments, such as arthritis, back pain, insomnia, and the manifestations of tension and stress.

Water makes up a vast 70% of our planet. Water makes up seven-tenths of our body. These days, at the height of the summer season, a trip to a swim spa can quench your need for water.

These days, modern facilities for swim spas use less water, less space, and less chemicals. Since the apparent growth of the spa industry, many companies have created and manufactured products for swim spas, including hot tubs, swimming pools, whirlpools, and the like. With innovation making such facilities easy to maintain, you can enjoy affordable charges for a day at a swim spa.

1.4. About Day Spa

A spa is a place devoted to enhancing one's well-being through the use of a variety of services that, individually or as a whole, promotes the renewal of body, mind, and spirit.

A day spa is a type of spa dedicated to the things mentioned but which operates as a business establishment likened to a hotel that offers spa treatments you can avail of for the duration of your visit.

The term day spa was reportedly coined by Catherine Azten in the 1980s after her voyage from France to the United States of America, but Burke Williams, a San Franciscan native, contends he was responsible for the term's birth. Nevertheless, the term remains popular to this day and the day spa industry is a thriving one.

Back in the olden days, the term spa pertained to resorts that offer therapeutic drinking water. Centuries after, spas now offer external remedies – the most common of which is bathing. A typical visit to a day spa includes the usual treatments, such as facials using a variety of products for the face, massages in different styles, waxing, body wraps, aromatherapy, skin exfoliation using chemical peels and micro derma-abrasion.

If you're still wondering whether you need to go to a day spa or not, quit self-debating. A look in the mirror and the way your body feels will tell you how much you need to visit a day spa.

1.5. About Bath Spa

Many ancient cultures around the world believed that bathing in a certain well, spring, or river brought about physical and spiritual purification. Rituals using water as a form of purification abound in the Aegean civilization, Babylonians, Egyptians, Greeks, Native Americans, Persians, and Romans. In the modern world, religious ceremonies using water for spiritual healing and purification can be found among the Buddhists, Christians, Hindus, and Muslims.

While age-old beliefs are still respected, a certain use for water as a purifying medium now pervades. Today, more and more people are turning to spas for a much-needed physical, mental, and spiritual renewal.

The cleansing power of a bath has long been recognized, as earlier implied. These days, bathing has been further developed to promote well-being. One type of spa specializes in this: the bath spa

A bath spa utilises balneotherapy or water treatment for rejuvenation purposes. The common facilities you will find in a bath spa take care of the following services: showers, bath tubs, manicure and pedicure, and foot spa tools. Undergoing any of the treatments offered in a bath spa can leave you all clean, freshened up, and glowing.

Be pampered in a bath spa. Enjoy the luxury of a warm, soothing bath that stimulates the skin pores to expel toxins. Then afterwards, indulge in the refreshing experience of a massage of your choice – Swedish, Shiatsu, or a combination – which preps the nerves for a deeper detoxification and releases tension in the muscles and joints. You will be, for sure, in tip-top condition after your bath spa visit

1.6. About Health Spas

There are different types of spas, such as a club spa, a beauty spa, a day spa, and a destination spa, among many others. If you are looking for more than just a beauty treatment for pampering and relaxation, you might want to consider choosing a health spa.

A health spa is a type of spa that is still dedicated to enhancing one's overall well-being using numerous professional services that promote

the renewal of mind, body, and spirit, but with focus on improving one's health and even curing some illnesses. A health spa is great place for total rejuvenation for the health-conscious and the sick.

The health spa's origin traces its roots to treating illnesses by bathing during the medieval times. Today, after many centuries later, several health spas employ hot and cold water as part of their water treatments, as well as massages that utilise moving water to treat patients and rid them of their illnesses. A health spa involves balneotherapy, which is basically the practice of using mineral waters in hot baths, as well as natural vapour baths, to cure ailments and nourish the tired, weakened body.

Although they are often misconstrued to be one and the same, a health spa, unlike a medical spa, does not operate under the full-time on-site supervision of a licensed medical professional. Medical spas offer more comprehensive, and specialised medical treatments.

A health spa may be a club spa, day spa, or a destination spa. Normally, health spas are built in isolated places in the countryside to invoke that warm, fresh, healthy appeal.

1.7. About Skin Spa

Contrary to the belief of some people, a spa has a greater value which goes beyond its popularly perceived beautification aspect.

A spa is highly dedicated to bringing one a sense of renewal through the utilisation of hot and cold water treatments, known collectively and formally as balneotherapy. While the spa industry continues to thrive with the growth and expansion of spas devoted to pampering services, there are some spas that cater to the health needs of its clients. Such a spa is a skin spa.

A skin spa is a type of spa that is devoted to enhancing overall well-being, with focus on one's skin and dermatological health. Most spas offer treatments purely for relaxation and indulgence purposes, but if you have skin concerns, you can readily find skin spas that provide the facilities you need.

Because one of the requirements of a skin spa is that it be operated under the direct – meaning full-time and on-site – supervision of a licensed dermatologist, you can rest assured that you will be getting treatments and therapies that can help cure or alleviate your skin problems. Spa solutions can be as simple as a facial or as extensive as a derma-abrasion therapy. You can also avail yourself of waxing treatments, as well as chemical peels.

Taking care of your skin is important if you are to maintain good health and an overall sense of confidence and beauty. Some skin problems may also be manifestations of a more serious medical condition. A day at a skin spa will do wonders for you.

1.8. About Fish Spa

You are probably used to a spa and massage by a human therapist but, have you ever had a spa and massage rendered by a fish... This is a new kind of spa, originating from hot springs in Turkey, where a kind of fresh water fish, commonly known as a doctor fish, will feed on the human affected and dead skin cells.

Doctor fish is the name given to two species of fish: *Garra rufa* and *Cyprinion macrostomus*. Other nicknames include nibble fish, kangal fish, and doctorfishen. The fish only consume the affected and dead areas of the skin, leaving the healthy skin to grow, with the outdoor location of the treatment bringing beneficial effects.

Fish spa mushroomed in Japan and South Korea after a news about the doctor fish spread. One basically sits around a small pond and dips one's legs into the pond. In a matter of seconds, these fish would visit one's legs and start chewing at your dead skin. The initial reactions ranged from ticklish to some who complain of some pain especially when the fish 'bites'.

Fish spas are not meant as a treatment option, it is only as a temporary cure for symptoms, and patients usually revisit the spas every few months. Some patients have experienced complete cure of psoriasis after repeated treatments, but due to the unpredictable nature of the disease, which is strongly influenced by endogenous factors, this may simply be regression towards the mean.

2. Types of Spa for the International Spa Association

2.1. Club Spa

A facility whose primary purpose is fitness and which offers a variety of professionally administered spa services on a day-use basis.

2.2. Cruise Ship Spa

A spa aboard a cruise ship providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices.

2.3. Day Spa

A spa offering a variety of professionally administered spa services to clients on a day-use basis. Day spas offer many of the same services and procedures as cosmetic spas.

2.4. Mineral Springs Spa

A spa offering an on-site source of natural mineral, thermal or seawater used in hydrotherapy treatments

2.5. Destination Spa

A destination spa is a facility with the primary purpose of guiding individual spa-goers to develop healthy habits.

Historically a seven-day stay, this lifestyle transformation can be accomplished by providing a comprehensive programme that includes spa services, physical fitness activities, wellness education, healthful cuisine and special interest programming

2.6. Medical Spa

A facility that operates under the full-time, on-site supervision of a licensed health care professional whose primary purpose is to provide comprehensive medical and wellness care in an environment that integrates

spa services, as well as traditional, complimentary and/or alternative therapies and treatments.

The facility operates within the scope of practice of its staff, which can include both aesthetic/cosmetic and prevention/wellness procedures and services.

2.7. Resort/Hotel Spa

A spa owned by and located within a resort or hotel providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices. In addition to the leisure guest, this is a great place for business travellers who wish to take advantage of the spa experience while away from home.

In many cases resort/hotel spas also act as day spas for local clientele and may offer special rates for people that live in the community. If you have a resort/hotel spa in your area be sure to ask if they accept local clientele.

THE MOST FAMOUS SPAS IN TURKEY

1. Rixos Premium Belek - ANTALYA

The spa centre guarantees a healthy holiday with its Turkish bath, sauna, steam room and snow room, rain room, relaxation rooms, the Cleopatra massage room, traditional massage rooms, solarium jet shower, hydromassage rooms, thalasso therapy, seaweed bath suites, affusion therapy rooms, medijet water massage room, aroma plasty room, sea water pool, indoor pool, skin care room, massage room offering Thai, Indian style treatments and a VIP massage room

- Jet shower
- Aroma room
- Affusion shower
- Algea room
- Cleopatra bath
- Balneotherapy
- Thalasso pool
- Solarium
- Introductio
- Bath glove
- Foam

2. Gloria Serenity Spa & Wellness - ANTALYA

Gloria Serenity SPA & Wellness decorated in tranquil, peaceful and warm tones offer the perfect ambiance to catch internal harmony.

Far East themed wooden patterns, embroidery and objects symbolising balance of the soul and mind inspire a unique sense of integrity

11 Massage Rooms

* Ayurveda Room for Couples

* Body & Soul Meditation Room

* 3 Skin Care Rooms

* Rain room

VIP Hammam

* Turkish Bath

- * Indoor Pool
- * Fitness Area
- * Finnish Sauna
- * Bio Sauna
- * Steam Bath
- * Oriental Rasul Bath
- * Ice Fountain
- * Tropical Shower Room

3. Liliium Spa Center - ANTALYA

On the Mediterranean coast, IC Hotels Santai stands out as a much-needed “sacred for the senses” and a reviving spa retreat. Liliium Spa Centre has created an elegant Far Eastern spa experience at IC Hotels Santai . Embracing the healing traditions of Far East, the spa's exotic treats are; Bali massage, wrap treatment, aromatherapy, open whirlpools, alga rooms, sauna, mud baths, and various skin treatments. Alternatively King Villa and Selection Villas guests enjoy their massage retreats at their private beach kiosks.

4. Amrita Spa & Wellness Swissotel -ANKARA

Amrita Spa has twelve spa treatment rooms including a solarium and nail suite. Spa treatments include Amrita Signature Massage, The Classic Facial, Turkish Hamam Experience, Aroma Therapy, Sea Crystal Polish, Milk Mousse, Raki Massage, Chocolate Body Scrub, Sweet Hearts Massage, Foot Paradise and more.

Whether it is through treatments that heal and detoxify, relax and soothe, or sessions to improve your physical condition, our experienced and professional staff treat you with unparalleled personal attention.

Amrita Spa & Wellness is a place to relax, refresh and rejuvenate

5. Sanda Day Spa Hillside Su –ANTALYA

Sanda Day SPA which is in Hillside Su Hotel in Antalya is open during 12 months. It has a heated covered pool, Turkish bath, steam room,

beauty centre and 6 massage rooms. This centre is elected as one of the best SPA centres in Europe on Conde Nast Traveller magazines SPA awards volume by readers. La Prairie products are used for face skin care and there is a selling point for L'Occitane care products. A lot of massage types including, neck, shoulder, back and Bali massage which is applied on legs and Oriental Dry massage which is applied with fingertips can be applied here.

6. Caudalie Vinotherapie Spa Les Ottomans - ISTANBUL

Here you can experience a glimpse of paradise: the unique scents of precious oils, relaxing music and the art of massage to immerse you in an exceptional moment. For you, they offer an array of intoxicating body treatments unique to the world: the famous Barrel Bath and the Crushed Cabernet Scrub, the unmatched cult favourite exfoliating treatment based on grape-seeds. The Pulp Friction Sculpting Massage made with fresh grapes, which is moisturising and remineralising. Additionally, you may enjoy traditional massages and body treatments from all corners of the globe including European, Far Eastern and Turkish Hammam therapies.

Hotel Les Ottomans, Caudalie Vinothérapie SPA encompasses six distinct areas spread over 2400 square metres. The first of these is the Golden Door Reception area where you will be warmly welcomed and oriented to their full offering of di-VINE treatments and facilities. Their spa will assist you in finding the most suitable treatment or session reservation to meet your desires.

The wide variety of therapies plucked from the vine includes SPA rituals, massages, facials, barrel baths and many more. Caudalie Vinothérapie treatments are administered by expert hands and you will be prescribed only the treatments that are right for you. The wellness programme at the SPA also includes a fitness and Pilates element, enabling you to achieve a balance between vigorous physical activity and relaxed, indulgent pampering.

Treatments

- Back, Neck and Shoulders Massage
- Cellulite Treatments
- Deep Tissue Massage
- Full Body Massage

- Hydrotherapy
- Reflexology
- Swedish Massage
- Waxing
- Body Scrubs
- Couples Massage
- Facials
- Hot Stone Massage
- Prenatal / Postnatal Massage
- Sports Massage
- Thai Massage
- Wraps

Facilities

- Dry Treatment Rooms
- Foot Bath
- Hair Studio
- Hot Marble Slabs
- Hydro Therapy Pool
- Kneipp
- Outdoor Shower
- Rainforest Shower
- Sauna
- Steam Room
- Turkish Steam Room
- Vichy Shower
- Floatation Pool
- Gymnasium
- Health Bar
- Jacuzzi
- Hydro Therapy Bath
- Meditation Area
- Rain Mist Room
- Relaxation Area
- Secure Parking
- Swimming Pool
- Twin Treatment Room
- Wet Treatment Room

7. Six Senses Spa Kempinski -BODRUM

The pyramid of six spheres used to identify Six Senses Spas, represents the philosophy that is fundamental to the human experience:

The foundation spheres represent the three primary senses of sight, sound and touch. The second level balances upon this foundation by satisfying the more acute senses of taste and smell. The apex sphere symbolises a sense of elation discovered only by balancing the first five - the unique experience of all senses elevated beyond expectations. It is their mission to deliver spa experiences that are both unique and memorable and very much beyond expectations.

8. Rixos Sungate Port Royal ANTALYA

The spa centre (8000) was created in line with the feng shui philosophy. Along with the Far Eastern Therapy, European massages and different spa treatments the rixos sungate spa centre offers and prepares special individual beauty and health programmes tailored to their guests. The spa centre will offer you a mixed concept consisting of Indian, Thai, Indonesian and European massages. Professional and skilled Rixos Sungate Spa personnel will help their guests to define problem body zones and apply a suitable course of treatment with the application of special massage devices and techniques, hydrotherapy, ericson laboratoire methods or classical massage. The spa centre offers its visitors an incomparable service including Turkish baths, sauna, steam rooms, relaxation rooms, “Cleopatra” massage room, classical massage room, balneo therapy, hydro massage rooms, seaweed treatment, affusion shower, indoor pool, facial and body care rooms, Thai and Indian massage rooms, ayurveda and aura room and the massage section on the VIP pier.

9. Crassula Spa Cornelia Diamond - ANTALYA

Designed beyond the conventional spa therapies especially to rejuvenate your body and soul, to utilise the means bestowed by the nature to the limit, to reach a healthier and higher quality of life, Crassula spa consists of three separate sections spreading over two separate floors on a area of 5000 square meters

Spa private: This area includes spa king suits which have special Turkish Bath, sauna, private pool and private garden. They service different kinds of Fareast massages and luxurious therapies.

Spa relax: A section in an area of approximately 2500 square metres with 311 square metres of indoor swimming pool, 97 square metres of taiga reflexology way and tropical jacuzzis, three different types of saunas being 60 degrees of aromatherapy, 95 degrees of relaxation and 110 degrees of traditional Russian sauna, shower featuring aromatherapy and chromatherapy, and traditional Turkish bath which all the guests may use. Taiga reflexology way bearing the same name as the dense forests full of energy is covered with special Stones stimulating the key points on your soles by the special Stones soaked in water. Walking the taiga road will create a massaging effect on your whole body. Your nervous system will be stimulated, your metabolism will start working, and your energy level will soar.

Crasulla luxury: In the spa luxury which is a special floor located in an area of 2000 square metres, there are twenty therapy suites including two ayurveda suites, four spa luxury suites, one hydrotherapy suite, one Stone therapy suites, two shiatsu Thai massage suits, two bali therapy suites, two couple Grand luxury suits, three skin care suites, one hand-foot special care suite, two single suites, and Turkish bath, in the section there is also a cascaded swimming pool with an area of 51 square meters, a bio- sauna and a special snow room.
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