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The Role of the Logistic Potential of a Health Resort on Building Tourism Potential – A Case Study of the Cieplice Resort (Uzdrowisko Cieplice)

Abstract. “Uzdrowisko Cieplice” [the Cieplice Resort] is one of the oldest health resorts in Poland, which owes its popularity to its healing thermal springs. The Cieplice Baths constitute a modern water-recreation centre and complement the resort’s wellness package. The development of logistical services is stimulating a growing need for health-resort services, including recreation and leisure services. Its convenient location near mountain resorts equipped with an infrastructure for winter sports (including downhill and cross-country skiing), is an additional advantage of the town’s location. The aim of this article is to describe the Cieplice Resort and highlight its logistic infrastructure, including its facilities, cycle paths, and tourist trails, which allow the resort’s visitors, who come here to see the sights and relax, to do so actively all the year round. For the purpose of their research, the author’s used the method of critically analysing literature and the information published on the Cieplice Resort website. An empirical (initial) study of the logistic infrastructure was complemented with photographs. The Conclusions: A well-developed logistics infrastructure contributes to the competitiveness of a health resort.

Keywords: Cieplice Resort, health resort, buildings, tourist infrastructure, logistical infrastructure

1. Introduction

Uzdrowisko Cieplice Sp. z o.o. is continuing the centuries-long tradition of using natural resources for therapy. Balneotherapy has been continuously practised here ever since 1281, thus making the Cieplice Resort the longest-operating

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health resort in Poland. It is located 350 metres above sea level, in the heart of the Jelenia Góra Valley, surrounded by four mountain ranges: the Karkonosze, the Iżera Mountains, the Kaczawskie Mountains and the Rudawy Janowickie. The growing need for health-resort services, more and more often including recreation and leisure services is, conditioned, among other things, by the development of their logistical services, i.e. buildings, healing facilities, cycle paths, and the organisation of trips.

The current expectations regarding health tourism necessitate the exploration of its potential. The tourist potential is built up of elements, which enable the development of tourism. It also includes a spa tourism in the area. The issue contains an extensive range of topics. As part of the article separated the main features of the tourist potential in structural terms, ie. The tourist attractions of the spa and functional elements that allow potential visitors-guests to reach the region and actively spend time.

Health resorts offer sight-seeing attractions, (museums, parks, sacral monuments), specific health and healing infrastructure, well rooms, natural healing facilities, resort parks [parki zdrojowe] open to resort visitors and tourists alike. Some of the resort towns also have a well-organised sports and recreation infrastructure, which transforms them into centres of winter and summer sports. A resource of modern services complementary to health tourism is very important to the health resorts.

The article focuses on the analysis of a health resort and its logistical infrastructure based on the Cieplice Resort, which constitutes an element of the tourism potential of the town. Numerous facilities, cycle paths, trips and tourism trails allow resort visitors to actively relax all year long.

2. An overview of public services

Public services constitute such an important factor that their provision is an essential obligation of the State which stems from the concept of human rights. These are public goods, which cannot be excluded from consumption, and at the same time do not compete in the consumption area. Their consumption by a single person does not deprive other people of them. As was highlighted by Kożuch and Kożuch [2011: 35], the need for meeting public-interest objectives in the form of providing public goods means that meeting the needs of the citizens is accompanied by two basic circumstances, which differentiate public services from other types of services:

- the non-competitive nature of consumption,
- the inability to deprive anyone of consumption.

Classic public services are designed for the general public or local communities. Their natural characteristic is the fact that regardless of whether they are used by an individual or a group of citizens, they are collective in nature, and it is impossible to deny them to anybody, e.g. breathing unpolluted air, using rivers, lakes, motorways, natural scenery, internal and external safety. They must be provided in equal quantity to all consumers, located within the administrative boundaries of the entity designed to provide them.

The category of public services includes only the services designed to help achieving higher goals. Bearing in mind the above-mentioned public services, they could be defined as public goods, which cannot be denied to anybody. These are goods, which have specified value regardless of the number of people benefiting from them that cannot be reduced with further use. These also include the services rendered by health resorts directly to people or through private entities providing given services.

Public interest is ensured by means of providing two types of services: classic, otherwise known as pure, and mixed services, otherwise known as private services, provided by the public sector, which are either free or partially paid-for.

Mixed services are defined in terms of basic human needs and, as a result of social doctrine and public policy implemented by the authorities, are designed to benefit the general public or local communities, including such services as healthcare and education. The services discussed above can be divided into 3 types (see Table 1):

- administrative services,
- public services of a social nature,
- public services of a technical nature [Kozuch & Kozuch 2011: 40].

Table 1. A classification of public service

Category of public services	Type of services
Administrative services and e-services	the issuance of documents, permits, licences, decisions, entries into databases
Social services and e-services	healthcare, education, culture, physical culture and recreation, social services, housing, public safety
Technical services	transport services and infrastructure, waste management and the maintenance of cleanness and public order, the maintenance of cemeteries, supplying energy and public green zones

Source: Kozuch & Kozuch 2011: 41.

The following services can be included in social services: healthcare physical culture and recreation. Healthcare services are characterised by availability, cost increases associated with increases in specialisation levels, and legal regulations

governing their provision and financing; in reality there are difficulties in providing its accessibility (e.g. patient and procedure limitations). Health services are rendered, among others, by health resorts. Healthcare provided by health resorts constitutes an integral part of the healthcare system, an organised system of rendering healthcare services using medicinal raw materials for treating chronic illness provided by health resorts [Ponikowska 2002]. Their primary function is the health function, which can lead to a reduction in the negative effects of the modern civilisation phenomena. A health resort must possess certain qualities in order to be characterised as fulfilling the health function, which include clean air, good climate, mineral waters etc. Gaworecki enumerates the various health issues which can be reduced by means of tourism – assuming that “health” is understood not only as lack of illness but also vitality and general well-being resulting in good health. As sad as it might be, we do not tend to care about our health on a daily basis and it takes doctor’s orders for us to go to health resorts, for instance, to improve our health [Gaworecki 2003: 390].

Public services also include technical services connected with maintaining a satisfactory technical infrastructure (e.g. road network, water-supply and sewage systems, energy network). This category includes transport: services and infrastructure – this category generates high operating and maintenance costs, which are borne by service providers [Kozuch & Kozuch 2011: 43-44].

Infrastructure is a broad concept. Urban infrastructure refers to hard infrastructure systems, e.g. the road. It may also include infrastructure soft, like parks, swimming pools, bike paths [Rezeanu 2011]. From the standpoint of the community health resort infrastructure consists of a tourist infrastructure and logistics infrastructure. The tourist infrastructure includes: accommodation buildings, transport vehicles, restaurants, recreation and sports, and a wide base of accompanying: hiking trails, ski lifts etc. Common areas for potential logistics are: transport, buildings, and bike paths, hiking trails.

The infrastructure also includes the logistical infrastructure. It consists of road, water and air networks, buildings, warehouse buildings and storage facilities. The logistics infrastructure is included:

- the physical flow of products,
- stocking and handling the products,
- gathering, transmitting, collecting and analysing information on logistical processes [Kozłowski 2007: 304].

The aim of the logistical infrastructure is facilitating the functional and cheapest-possible performance of the said tasks. In this infrastructure the following main elements can be distinguished:

- the means of transport and packaging,
- company roads and transport hubs,

- buildings and structures (including storage facilities),
- storage and handling equipment,
- IT equipment and networks.

The healing-resort logistical infrastructure includes:

- the means of transporting persons,
- cycle paths,
- the roads and transport hubs of the health resort commune,
- facilities and resort facilities,
- telecommunications equipment and networks (Fig. 1).

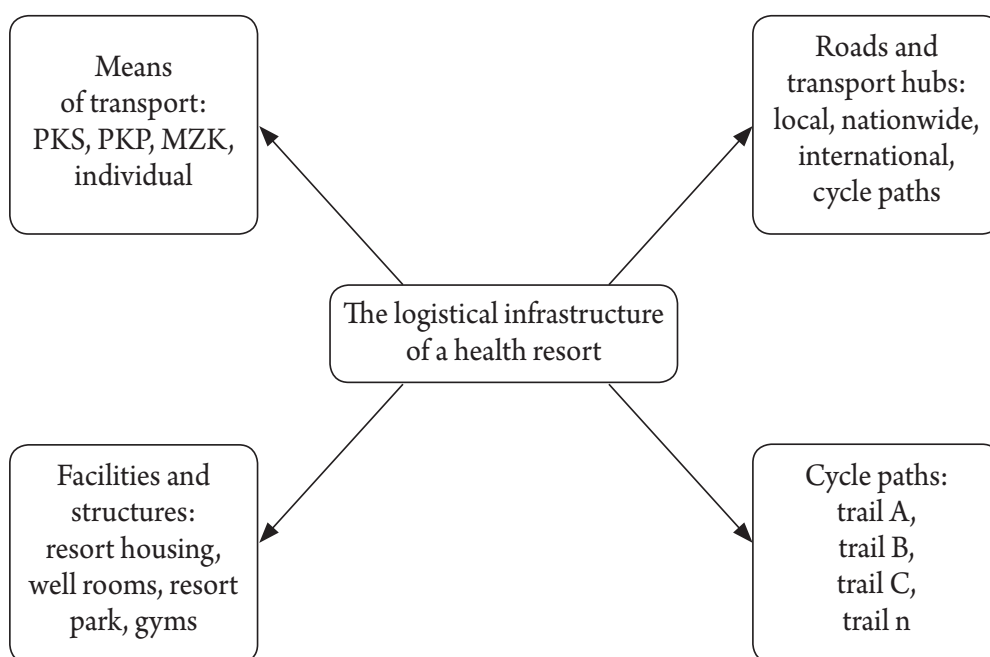


Figure 1. Health-resort infrastructure

Source: own study.

Due to the diversified tourist assets, it is possible to create tourism products targeted at specific groups of patients. They are related to active tourism, resort and health etc. Logistics infrastructure is unnecessary for tourists–patients so that they can meet their basic living needs. This can become the basis for development of tourist products for this type of tourism.

In order to properly fulfil its function, a health resort must include the following facilities: well rooms, pools (baths), inhalation rooms and resort parks. A health resort usually includes sanatorium facilities and resort hospitals. It also includes a recreation infrastructure, namely: hotels, guest houses, holiday houses, cultural venues (summer theatres, concert shells etc.) and eating places.

3. An overview of health resorts

Health resorts can be found everywhere in Poland. However they are most often located in mountain or sea areas. This is because such locations guarantee not only therapeutic values but also recreational and tourist amenities [Gotowt-Jeziorska & Wyrzykowski 2005: 33-41]. Polish health resorts, in order to compete on the national and international markets, must prepare an interesting, innovative and competitive package, including tourist and leisure and sports and recreational services, which will assure the development of the modern concept of tourist and health functions.

A stay in a health resort should not be connected only with getting treatment but also with broadly understood health promotion, i.e. preventive procedures against different ailments and promoting fitness. Polish health resorts gain popularity due to improvement in Polish communication accessibility, resulting from the development of the connection networks of budget airlines and the development of road networks, including motorways [Krupa & Wołowiec 2010: 22].

The development of logistical services is one of the factors stimulating the growing need for health-resort services, including recreation and leisure services. Gołembski [2002: 359] enumerates seven main factors behind the growing tourism demand. These include:

- an increase in the amount of free time, meaning the time spent on regaining vitality, entertainment and cultural development,
- an increase in people's real income (which influences not only the ability to go away on holiday but the type of holiday - cheap or expensive),
- the popularisation of education and changes in the field of customs and traditions (awakening the need for exploration and a growing recognition of the importance of active recreation in regaining mental and physical strength),
- transport development (increasing the mobility of people, allowing easier and faster changes of location,
- industrial and urban processes, meaning the industrialisation and urbanisation of the human environment, which create the need for tourism,
- tourism values and infrastructure, meaning the values produced as a result of the making available of thus-far-unused natural resources or their manufacture by people and the infrastructure suited for the exploration of the given tourism values,
- tourism policies, aimed at creating conditions conducive to the development of the tourism economy.

Health-resort visitors, led there by internal motives, can be classified into the following groups (Fig. 2): group 1 – people interested in tourism, who rarely

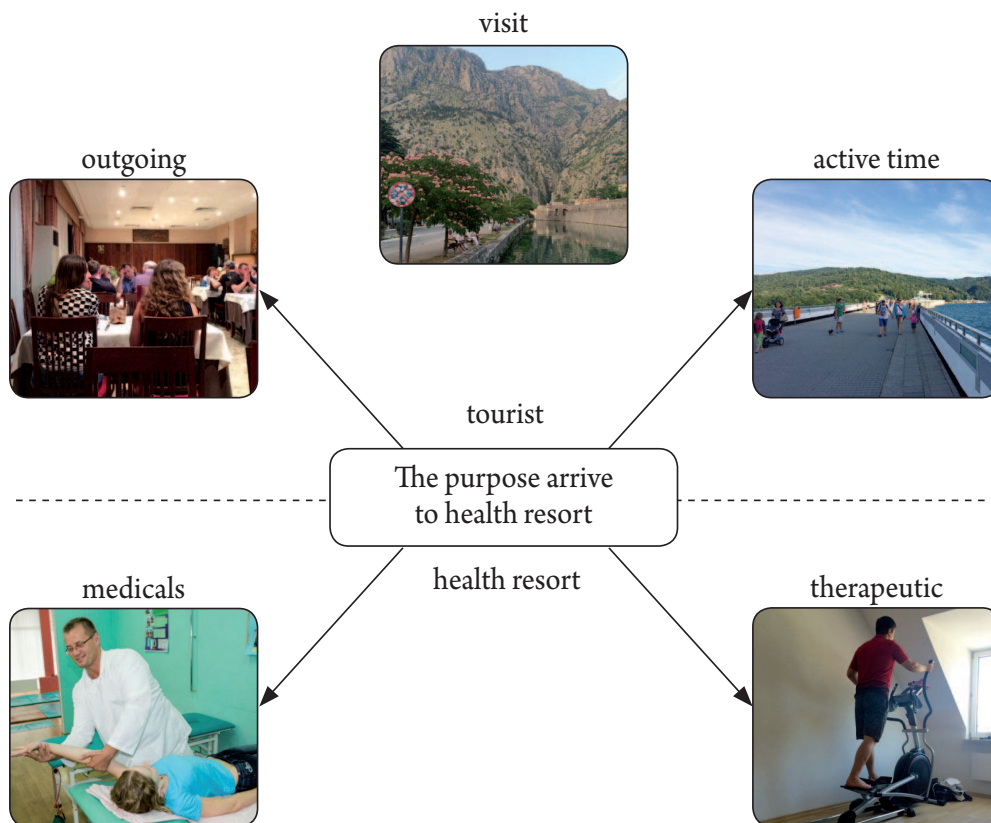


Figure 2. Reasons for going to a health resort

Source: own study; pictures: www.uzdrowisko-cieplce.pl/pl/obiekty/ [access: 10.07.2016].

make use of the therapeutic resource, group 2 – people who take advantage of the therapeutic resource in order to restore health and go to the resort for treatment, and group 3 – people who go there for health-resort treatment and rehabilitation.

4. An overview of the Cieplce Resort

Cieplce, established in 1281, is located in the mountains, and today constitutes the health-resort part of Jelenia Góra, Lower Silesia. The advantages of the resort include its location at the foot of the Karkonosze Mountains, in the heart of the Jelenia Góra Valley, and its unique climate. Many visitors have appreciated the advantages of the resort. Some of its famous visitors have included the Grand Chancellor of Lithuania Albrycht Stanisław Radziwiłł (1653), the Castellan of Wieluń Zygmunt Radziwiłł (1677), the Primate Michał Radziejowski (1692), Johann Wolfgang Goethe (1790), the King of Prussia Frederick William III with his wife (1800), John Quincy Adams, later President of the United States (1800), Hugo Kołłątaj (1792 and 1808), Józef Wybicki (1802) and Izabella Czartoryska

(1816). However the title of the most-distinguished guest of Cieplice must be given to the Polish Queen Marysieńka Sobieska, who visited the resort with her countless retinue in 1687.

Cieplice is one of the most-popular health resorts in Poland. The greatest treasure of Cieplice are healing-thermal springs by which it is known all over Europe. On the initiative of the City of Jelenia Góra, in 2010, construction work started on the complex of thermal pools in Cieplice called Termy Cieplickie – Donośląskie Centrum Rekreacji Wodnej [The Cieplice Baths – the Lower Silesia Water Recreation Centre]. The complex opened in 2014. It can be accessed by resort visitors and guests and the residents of Zielona Góra. The Cieplice Baths is a complex of sports and recreation pools, unique on the scale of Lower Silesia and Karkonosze Mountains. The Baths are unique because of the thermal waters of mineral composition and temperature unusual in Europe, and with invaluable beneficial effects on the regeneration of the entire body. The complex consists of an indoor recreational pool with swimming lanes; 2 pools for children with slides and sprinkles; 2 thermal pools with water attractions, such as massage jets, water swing and seesaws; an outdoor thermal pool; and an outdoor recreational pool with a slide, seesaws and basketball hoops. The pool complex is complemented with spa facilities, including Finnish saunas, steam bath and infra-red cabin, water jets, Jacuzzi, tepidarium, snow chamber, ice fountain, and relaxation area with heated couches and a massage studio.

The therapeutically value of the thermal water allow for the treatment of various diseases. To most important of them are:

- kidneys and the urinary tract,
- gastrointestinal tract,
- inflammatory and degenerative diseases,
- rheumatic,
- breathing,
- neurological diseases etc. [Pascu 2012: 267-269].

The facilities also include a multi-purpose room, which can host training sessions and a catering area. The Baths are situated near two historic parks – Norweski Park and Zdrojowy Park. The water surface area of nearly 1200 sq. metres, spacious cloakrooms and free parking guarantee a comfortable stay. Distance to the Cieplice Baths in kilometres:¹

- Cieplice Baths – Szklarska Poręba – approx. 15 km,
- Cieplice Baths – Karpacz – approx. 16 km,
- Cieplice Baths – Świeradów Zdrój – approx. 32 km,
- Cieplice Baths – Wrocław – approx. 120 km,
- Cieplice Baths – Berlin – approx. 290 km,
- Cieplice Baths – Prague – approx. 164 km.

¹ www.termycieplickie.pl/termy_cieplickie/ [access: 1.08.2016].

5. The aim of the research

The research involved the logistical infrastructure of the Cieplice Resort. The main purpose of the empirical study was to answer the question whether logistical infrastructure of a health resort constitutes an additional and attractive product of the health-resort industry and contributes to its competitiveness.

6. Research methodology

A critical analysis of the indicated publications and information published on the Cieplice Resort website was applied here. During the analysis, the infrastructure elements, which contribute to the development and competitiveness of the health resorts in terms of their health, as well as recreation and leisure functions, were isolated. The research was conducted from July 2016 to August 2016. Photographic evidence was attached to support the compiled data.

7. The civil infrastructure of the Cieplice Resort

The buildings located in the resort can be divided into several groups based on their functions. The most numerous and important are the therapeutic facilities: baths, natural healing facilities, well rooms, walking tracks, inhalation rooms, milk rooms, and a veterinary clinic. Another group comprises entertainment and social facilities: resort housing, theatres, orangeries, palm houses, confectioneries, libraries, reading rooms, concert shells etc. The resort facilities are complemented with service facilities: hotels, inns, hostels, restaurants, commercial facilities, chemists' shops, laundrettes, boiler houses, mineral waters bottling facilities, water-bowl manufacturers etc., as well as cottages and automatic weather-information points [Gonda-Soroczyńska & Oleszek 2013: 253].

The spatial layout of a resort shows a clear distinction between the housing facilities and the therapeutic facilities. The two spaces are usually connected by a resort park [Gołembski 2002: 359]. Zdrojowy Park (resort park) in the Cieplice Zdrój is often classified in the top of ten the most beautiful parks in Lower Silesia.

The infrastructure of the Cieplice Resort includes numerous enclosed buildings and street furniture items (Picture 1).



Picture 1. Zdrojowy Park

Source: www.uzdrowisko-cieplce.pl/pl/obiekty/ [access: 10.07.2016].

Health-resort facilities (Pictures 2-7) are located in the heart of Cieplce, adjacent to the Cieplce old town, charming and brimming with architectural monuments, and the vast and well-managed Zdrojowy and Norweski Parks.



Picture 2. Długi dom (The Long House) Picture 3. The Polonia Hotel

Source: www.uzdrowisko-cieplce.pl/pl/obiekty/ [access: 10.07.2016].

The sanatorium package includes comfortable suites and single, double and triple rooms with partial or full sanitary facilities, and SAT-TV. A connecting passageway facilitates mobility between the natural healing facility and the pavilions, and the remaining facilities are located nearby.

The Cieplce Resort includes:

- well-equipped hotel and entertainment facilities, offering healthcare and sanatorium services,



Picture 4. Stocznowiec



Picture 5. The Stocznowiec dining hall

Source: www.uzdrowisko-cieplce.pl/pl/obiekty/ [access: 10.07.2016].



Picture 6. The Edward Pavilion



Picture 7. The Edward Pavilion restaurant

Source: www.uzdrowisko-cieplce.pl/pl/atrakcje-turystyczne/ [access: 10.07.2016].

– a complex of sanatorium facilities with a wide range of therapeutic, preventive and diagnostic services.²

The services offered and rendered by the Resort include:

- providing clients with high-standard professional services,
- providing high-quality equipment customised to the needs of visitors,
- providing an attractive package of additional services, enabling the visitors to spend their spare time in an interesting way on the premises.

8. The logistical infrastructure of the Cieplce Resort

The tasks of the health-resort commune include maintaining the technical infrastructure, such as maintaining and building roads, streets, bridges and cleaning,

² <http://www.uzdrowisko-cieplce.pl/> [access: 10.07.2016].

providing local public transport, and maintaining public utility facilities. Communication behaviour can be shaped by various means of transport. The choice of the means of transport depends on the parameters, such as: punctuality, price, travel comfort, reliability and frequency.

The growing interest in health tourism stems from the improved communication accessibility of the resorts providing health services. Jelenia Góra is located at the crossroads of major communications routes, including national road No. 3 between Świnoujście and Jakuszyce (country border - the Polish part of the E65), national road No. 30 between Jelenia Góra and Zgorzelec, Voivodeship road No. 365 between Jelenia Góra and Legnica, Voivodeship road No. 366 between Kowary and Szklarska Poręba, Voivodeship road No. 367 between Jelenia Góra and Wałbrzych, and the local roads to Karpacz-Wojanów (Fig. 3).³ There are 130 car parks in Jelenia Góra, of which 16 are guarded.



Figure 3. The roads leading to and from Jelenia Góra

Source: own study.

There is a travel agency in Cieplice specialising in organising trips to the resort. The resort also recommends trips to the picturesque towns located nearby, such Szklarska Poręba, Karpacz, Krzeszów, Złotoryja and Kowary, as well as hiking in the mountains and visiting Prague and Berlin. A stay in Cieplice can also include a skiing trip. The resort is located within 10 km of numerous, downhill and cross-country skiing slopes of various difficulties. The biggest ski resorts include: Karpacz (over 20 downhill slopes), Szklarska Poręba (a skiing complex – Skiare-

³ <http://jelenia-gora.polskiemiasta.info/transport/> [access: 15.07.2016].

na Szrenica), Jakuszyce (a cross-country skiing and biathlon resort), Dziwiszów (Winter Sports Resort Łysa Góra) and Czech Harrachov.

The Resort also offers trips organised by the resort travel agency, which include trips to: Dresden, Prague, Harrachov, Karpacz, the Valley of Palaces and Gardens, the former Cistercian monastery in Krzeszów and the Adrspach Rock City.

8.1. Cycle paths

Logistics infrastructure includes bicycle paths. Resort must adapt its logistics infrastructure, in order to optimally meet the growing demand⁴ for turistic services.

Jelenia Góra is an excellent place for relaxation and recreation - interesting hiking trails with different degrees of difficulty, Nordic walking trails, networks of marked tourist trails and interesting cycle paths - give an opportunity to see the architectural monuments from various epochs, enjoy the beauty of the Karkonosze Mountains, challenge oneself with mountain climbing, or find the peace and quiet in greenery of a park.

There are cycle paths everywhere around Jelenia Góra and in the nearby mountains. The stretches of marked tourist and cycle trails are located in the most-picturesque parts of the Jelenia Góra region (Picture 8). Bicycle path from the valley of the Jizera valley Bóbr built under the Operational Programme of Cross Border Cooperation Czech Republic – Poland 2007-2013.

Suggested cycle trails:

Trail 1: Jelenia Góra centrum – easy — 8,4 km

Trail 2: Perła Zachodu – easy — 11,8 km

Trail 3: Jelenia Góra – Dąbrowica – Wojanów – Jelenia Góra – medium — 20,2 km

Trail 4: Jelenia Góra – Góra Szybowcowa – Jelenia Góra — 20,6 km

Trail 5: Jelenia Góra – Staniszków – Podgórzyn – Jelenia Góra – medium — 24,3 km

Trail 6: Cieplice – Michałowice – Cieplice – medium — 25,8 km

Trail 7: Jelenia Góra – Stara Kamienica – Barcinek – Siedlęcín – Jeżów Sudecki – medium — 38,9 km

Trail 8: Dolina wybranych placów i ogrodów – medium — 57,5 km

Trail 9: Cieplice – Przesieka – Przełęcz Karkonoska – Borowice – Cieplice – hard — 32,1 km

Trail 10: Jelenia Góra – Karpacz – Świątynia Wang – Jelenia Góra – medium — 42,8 km

⁴ www.mckinsey.com/industries/travel-transport-and-logistics/our-insights/transforming-indias-logistics-infrastructure [access: 5.11.2016].



Map markings

	cycle trails		steep uphill road
	KPN		ER-6 Euroregion
	roads in use within the boundaries of Karkonosze National Park		ER-4 cycle paths

Picture 8. The cycle path between the Izera Valley and the Bóbr Valley Stage I

Source: Mucha, July 2016.

There are numerous, well-maintained cycle paths between Perła Zachodu and Łomnica, and new, collision-free paths are being built along the exit roads from the city.

The Jelenia Góra Valley offers excellent conditions for cycle tourism (Table 2). The mountainous topography allows any cyclist to find a trail suitable for them.

Bicycles can be rented at:

- The Cieplice Bicycle Centre,
- Rowery Izery – mountain and trekking bicycles rental. The bikes are provided and collected in the Jelenia Góra Valley area – the Biathlon Centre. Advice on choosing a suitable trail is provided in Jelenia Góra, Szklarska Poręba and Karpacz,
- The Sobiesz Rental Service – skis and bicycles rental.

Picture 9. A cycle path view

Source: Mucha, July 2016.



Due to the surrounding mountains and favourable weather conditions it is possible to go mountain climbing and do aviation sports and paragliding here. The convenient location near mountain resorts equipped with an infrastructure for winter sports, (including downhill and cross-country skiing) is an additional advantage of the town's location. It can be stated that the Teplice spa is rich in logistics infrastructure.

9. Summary

Due to the fact that keeping fit and healthy has become fashionable, health tourism has grown in popularity in recent years in Poland; more and more people are deciding to combine a holiday getaway with health treatment. Such services are used not only by the elderly, but also young people, living busy and intense professional lives. Health tourism gives the region new possibilities for the utili-

Table 2. Cycle trails

Trails	Distance	Places
TRAIL A "Round great water"	29.80 km	Jelenia Góra – Staniszków – Marczyce – Podgórzyn – Sosnówka – Głębock – Mysłakowice – Jelenia Góra
TRAIL B "Through the Karpnickie Hills"	25.80 km	Jelenia Góra – Łomnica – Bukowiec – Mysłakowice – Jelenia Góra
TRAIL C "Along a cycle path"	8.20 km	Jelenia Góra – Łomnica – Mysłakowice – Jelenia Góra
TRAIL D "The castles and palaces trail"	30.20 km	Jelenia Góra – Dąbrowica – Łomnica Dolna – Wojanów – Karpniki – Łomnica – Mysłakowice – Jelenia Góra
TRAIL 1 "To Gródek Wleński"	42.50 km	Jelenia Góra – Jeżów Sudecki – Płoszczyńska – Czernica – Wleń – Łupki – Klecza – Nielestno – Pilchowice – Strzyżowiec – Siedlęcín – Jelenia Góra
TRAIL 2 "Perła Zachodu"	31.40 km	Jelenia Góra – "Perła Zachodu" – Siedlęcín – Wrzeszczyn – Siedlęcín – Płoszczyńska – Płoszczyna – Dziwieszów – Jelenia Góra
TRAIL 3 "Round the Dziwieszowskie Hills"	38.10 km	Jelenia Góra – Dziwieszów – Maciejowa – Komarno – Radomierz – Trzcínsko – Wojanów – Łomnica – Jelenia Góra
TRAIL 4 "Golden vistas"	40.30 km	Jelenia Góra – Dziwieszów – Chrońnica – Płoszczyna – Siedlęcín – Jelenia Góra
TRASA 5 "Along horse trail"	38.70 km	Jelenia Góra – Dziwieszów – Przełęcz Widok – Komarno – Radomierz – Trzcínsko – Dąbrowica – Jelenia Góra
TRAIL 6 "Along the Hussite trail through Rudawy Janowickie"	35.15 km	Jelenia Góra – Dąbrowica – Wojanów – Góry Sokole – Karpniki – Krogulec – Bukowiec – Jelenia Góra
TRAIL 7 "Along the peaks of Rudawy Janowickie"	50.60 km	Jelenia Góra – Bukowiec – Rudawy Janowickie – Karpniki – Jelenia Góra
TRAIL 8 "Colourful lakes"	43.60 km	Janowice Wielkie – Ciechanowice – Marciszów – Wieściszowice – Janowice Wielkie – Jelenia Góra
TRAIL 9 "To the Karkonosze"	40.80 km	Jelenia Góra – Staniszków – Sosnówka – Borowice – Przesieka – Zachelmie – Jelenia Góra Sobieszów – Podgórzyn Dolny – Jelenia Góra
TRAIL 10 "The waterfalls of Karkonosze"	63.90 km	Jelenia Góra – Staniszków – Marczyce – Podgórzyn – Karkonosze – Szklarska Poręba – Piechowice – Jelenia Góra
TRAIL 11 "Izera Mountains"	29.80 km	Szklarska Poręba – Izera Mountains – Kopaniec – Piastów – Wojcieszycze – Jelenia Góra

Source: own study based on <http://turystyka.jeleniagora.pl/content/wycieczki-i-trasy-rowerowe/> [access: 15.07.2016].

sation and development of its tourism potential; therefore, it is vital to maintain the environmental assets of given areas in order to properly develop their tourism potential. The role of logistical potential is to complement the tourist potential. As shown in the analysis, the resource of the Cieplice Resort includes not only

health services but also an opportunity to spend time actively by going on bicycle trips, which improves the health of the visitors-tourists.

10. Conclusions

1. Cieplice has a convenient location for both a tourist and health resort.
2. The health resort has also benefitted from the establishment of the Cieplice Baths.
3. Aside from the function of providing health services, its tourist, recreational and leisure functions are developing well.
4. Due to a well-developed logistical infrastructure the Cieplice Resort is even more competitive on the market.
5. Logistical infrastructure is necessary for the development of tourist infrastructure.

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Rola potencjału logistycznego w budowaniu potencjału turystycznego – przykład uzdrowiska Cieplice

Streszczenie: Uzdrowisko Cieplice to uznane i jedno z najstarszych uzdrowisk w Polsce zawdzięczające swą popularność leczniczym wodom termalnym. Uzupełnieniem oferty uzdrowiskowej są Termy Cieplickie nowoczesne centrum rekreacji wodnej. Rosnący popyt na usługi uzdrowiskowe, w tym coraz częściej rekreacyjne i wypoczynkowe jest uwarunkowane rozwojem usług logistycznych. Dogodna komunikacja do pobliskich ośrodków górskich z infrastrukturą zapewniającą uprawianie sportów zimowych (m.in. narciarstwo zjazdowe i biegowe) jest dodatkowym atutem atrakcyjnego położenia miasta. Celem artykułu jest scharakteryzowanie uzdrowiska Cieplice wraz z wyodrębnieniem infrastruktury logistycznej, do której zalicza się budynki, ścieżki rowerowe, szlaki turystyczne, która pozwala na aktywny wypoczynek kuracjuszy przez cały rok przyjeżdżających w celach turystycznych i wypoczynkowych. W badaniu wykorzystano krytyczną analizę literatury zawartej w wykazanym piśmiennictwie i informacji umieszczonej na stronie uzdrowiska Cieplice. Badania empiryczne (pierwotne) infrastruktury logistycznej uzupełniono fotografiami. Wnioski: Dobrze rozwinięta infrastruktura logistyczna przyczynia się do konkurencyjności uzdrowiska.

Słowa kluczowe: Cieplice Zdrój, uzdrowisko, obiekty kubaturowe, infrastruktura turystyczna, infrastruktura logistyczna