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## **POTENTIAL: SPA, TOURIST, INVESTMENT AND CULTURAL OF THE PARTNER CITIES OF GŁUCHOŁAZY AND JESENİK – ON THE BASIS OF THE ANALYSIS OF THEIR OFFICIAL WEBSITES**

**Wanda Musialik**

Opole University of Technology, Poland, e-mail: w.musialik@po.opole.pl

**Roman Śmietański**

Opole University of Technology, Poland, e-mail: romanopole@centrum.cz

ABSTRACT

*RESOURCES, THE POLISH-CZECH BORDERLAND, ECONOMIC ANTHROPOLOGY,  
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*It is commonly believed that the Internet may significantly influence the development of tourism, investment, culture and spa environment. The authors of the study examined the status and scope of websites developed by units of local government administration of two twin towns: Głuchołazy (Poland) and Jeseník (the Czech Republic). Both towns are located on the Czech and Polish border, both hold the status of a health resort and the distance between them is 19 kilometres. The authors analyzed the extent of Internet use by both cities in the promotion of their values in the field of tourism, investment, culture and the spa environment. The study also showed significant differences and identified possible causes.*

### INTRODUCTION

The Internet was introduced to the public in the 1960s. Since then this new technical solution has influenced the traditional market of economic offers. Understandably, this process was followed by scientific studies. The studies covered activities of the B2B sector (business-to-business) [1] and the development of e-commerce in B2C sector (business-to-consumer) [2]. Administrative units of local self-governments also started using the Internet. The authors analysed public websites of two towns located on the Polish and Czech border.

### COMMON ELEMENTS IN THE HISTORY OF GŁUCHOŁAZY AND JESENİK

From the late Middle Ages until the war against Prussia on Silesia in the 18<sup>th</sup> century, Głuchołazy and Jeseník belonged to Austria. After the war, they were separated and located in two different countries. This favoured their expansion based on natural resources,

including climatic values of the mountainous terrain, its climate and spring waters. The Ziegenhals Bad health resort may serve as an example on how the spa infrastructure was developed in today's Polish Głuchołazy. The same happened in the Czech Jeseník, located 19 km away from Głuchołazy. In the 1930s both towns were influenced by the consequences of the conferences in Yalta and Potsdam as well as by the Beneš decrees which triggered the immigration of the German population. Abandoned villages were occupied by residents from other areas. The existing infrastructure was adapted to the needs of the socialist system. The situation was changed by political transformation in 1989. The development of the Internet helped both towns to promote their advantages. Both towns benefited from this possibility [4], [5].

#### PRESENTING THE HEALTH-RESORT VALUES

The spa attributes of Głuchołazy were presented as a video guide on its website. The presentation also included German history of this health resort. The recreated spa park served as connection between the past and the present. In the case of Jeseník, the town's assets were presented through the spectrum of current activities: 80 water springs, the new Balneopark, and fitness space as well as tennis courts. Differences in presenting spa values of Głuchołazy and Jeseník resulted from the type of activities taken in both towns. Despite the functioning of the Rehabilitation and Recreation Centre «Skowronek» [Lark] run by Caritas of the Opole Diocese [6], no information about the centre was available on Głuchołazy website due to the departmental (ecclesiastical) character of the object. In the case of Jeseník after 1989, the spa was privatized. It became a joint-stock company. This change influenced the marketing approach in managing the appearance of this health resort.

#### PRESENTING THE TOURISM VALUES

The tourism potential of Głuchołazy was presented on its website in the «For Tourists» tab. The website also provided tabs on the Tourist Information Centre, Accommodation Base, Tourist Routes and Tourist Attractions, as well as Cultural Events. The website's content was presented as short notes illustrated with colourful photographs. The website also included a 25-minute video presentation entitled «Green Pearls of Opole», which used myths and legends to promote the tourist attractions of the area.

On the Jeseník website, tourist attractions were presented in the tab «Volný čas». The tab included short information about monuments, interesting places and possible trips. The tab also provided pictures, twelve video presentations and a mobile guide. Such a multimedia presentation helped to promote a wide range of tourist attractions. Jeseník was presented as «the city in the heart of nature». The presentations were very dynamic, focusing viewer's attention not only on the subject but also on the musical background.

### THE INVESTMENT OFFER

The tab «For Companies and Investors» on the Głucholazy website provided information on the benefits applied in 2018 on real estate to support running a business. Thanks to these benefits, the tax relief in Głucholazy was the highest in the Opole Voivodeship. The website also included links to the «Micro-business for entrepreneurs» tabs, providing information on appointing the spokesperson for small and medium-sized entrepreneurs as well as links to other websites offering various forms of support for companies.

The Jesenik website contained Protocols of the Strategic Committee for Development and Investment 2015-2018. Therefore, the initiatives related to changes in the building development in individual districts of the town were documented. In addition, the town's authorities have prepared a number of information for potential investors. However, visitors could find this information only after entering the phrase «Informace pro investory» on the Jesenik website, which also presented investment opportunities in Jesenik.

### CONCLUSION

The authors of Jesenik and Głucholazy websites made an effort to present the towns' values using different means of expression and type of content. Głucholazy used less dynamic solutions than Jesenik. Presentations differed not only in the tools used, but also in the scope of content. Both in Głucholazy and Jesenik, information for potential investors was provided as a multifaceted guide supporting and encouraging their future activities. The analysis of the provided content revealed that Głucholazy has just started to define its strengths, whereas Jesenik has already been using its advantages to promote tourism and cultural values. It is difficult to determine the reasons for the differences based on the analysis of websites. However, it may be argued that intangible causes were significant in shaping these differences.

## REFERENCES

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