

# Osieczna – development possibilities as a health and SPA resort

**Agnieszka Adamska**

<https://orcid.org/0000-0002-5959-9316>

[agnieszka.adamska@pwr.edu.pl](mailto:agnieszka.adamska@pwr.edu.pl)

*Faculty of Architecture, Wrocław University of Science and Technology*

---

**Abstract:** In recent years, the interest in balneological, relaxation and beauty treatments has increased. Peloid is the most expensive SPA product, just after manual massage, and Osieczna has natural deposits of this porous, unpolluted peat, which has an overheating, bactericidal, anti-inflammatory and anti-nociceptive effect. Therefore, study on development possibilities of aforementioned area, are especially important for national economy and business, taking local truism into account (pandemic problematics). According to mentioned highlights, this work was divided into four parts: Osieczna (location, historical context, natural values and cultural heritage resources), existing tourist accommodation, possible directions for the development of the tourist base and conclusions – guidelines for the design of new resorts (explains why Osieczna has a great potential to become a health and SPA resort).

**Keywords:** architecture of Osieczna, resort development, peloid in SPA resorts, architectural developments for tourists, holiday resorts

---

## Introduction

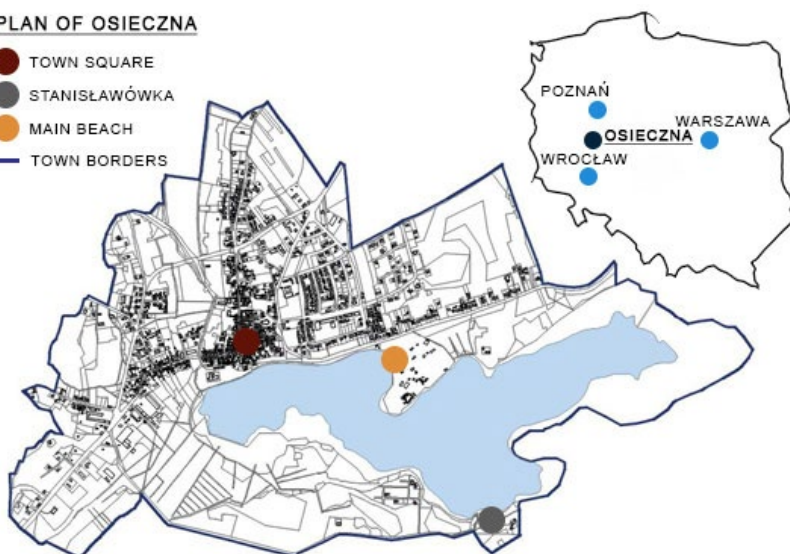
Osieczna has a great potential to be a frequently visited holiday resort. Landscape values, exceptional climatic conditions, location between ten lakes, natural occurrence of therapeutic mud, along with historical monuments, land reserves as well as transport accessibility, are substantial highlights of the town. The main purpose of this paper is an attempt to indicate the directions of development of Osieczna as a health and SPA resort. The work presents guidelines for the design of new developments preceded by analyses of the existing accommodation places, design trends, as well as scientific knowledge. The author raises the issues of requirements and location of future complexes and explains how to adapt the functional programs to its guests. Consequently, lists the features that influence on assessing the resort attractive. Developing Osieczna as a health and SPA resort plays an important role in promoting local tourism, especially now, when current world pandemic has shown that there is a huge demand towards indigenous, small-scale holiday resorts.

## Osieczna

The town is located in the south-western part of the Greater Poland Voivodeship, 9 km from Leszno, and is well connected with significant cities: Poznań (70 km), Wrocław (109 km) and Berlin (288 km). Easy transport access makes Osieczna a popular place, not only by Leszczynians, but also tourists from more distant regions (the most popular means of transport is the car, it is also possible to take a train to Leszno, then bus to Osieczna). The first mention of the town dates back to 1393, however it is assumed that receiving town rights took place in 1370. The first known panorama of Osieczna was published in 1840 in *Przyjacieli Ludu* weekly (No. 37) [14]. Currently, Osieczna has approximately 2400 inhabitants [5, 11, 15].

## PLAN OF OSIECZNA

- TOWN SQUARE
- STANISŁAWÓWKA
- MAIN BEACH
- TOWN BORDERS



**Fig. 1.** Osieczna's location (scheme prepared by the author).

Osieczna is characterized by many monuments, which presence may be conducive to the development of local tourism. Furthermore, holds a medieval spatial layout that has survived to this day. The trapezoidal-shaped market square is marked by historic tenement houses. The oldest, Rynek 34, dates back to the end of the 18<sup>th</sup> century. Colorful facades of the 1–3 storey buildings (each with its own characteristics) give Osieczna a small-town climate. The road passing through the square's center, divides space into two triangles. It is worth mentioning, that in the past, Osieczna had a wooden town hall situated in the middle of the market square, it was even rebuilt after being burned down at the end of the 18<sup>th</sup> century, unfortunately after few years the structure was dismantled) [5,9]. Contemporary town hall is located in the corner of the market square. In the direct neighborhood of Łoniewskie Lake (covering more than one-fifth of the town area) there is a 15<sup>th</sup> century castle with sandstone portal from 1600, as well as a 26-meter tower built in 1900. In the past, the building served as a sanatorium, now it houses a rehabilitation center. 15<sup>th</sup> century Holy Trinity Church with preserved altars, pulpit and font, lapidary (located on the site of the former Jewish district) along with The Sanctuary of Our Lady of Sorrows (Franciscan monastery) constantly attracts people interested in history of Osieczna. Another historical tourist attraction is a group of "Kozłak" windmills (the only in Poland preserved complex of three windmills from 1729, 1761 and 1783 standing in close proximity to each other, today's seat of the Museum of Milling and Agriculture and symbol of the town) [5, 16, 17].



**Fig. 2.** Osieczna – Group of historic windmills (photograph taken 15.09.2020 by the author).

The development of tourism (types of accommodation, tourist offer) depends also on climatic conditions. Environment analysis of Osieczna presents that the town possesses special climatic conditions. The local temperature amplitudes are lower than the average in Poland, which entails mild winters and earlier-coming springs. The average annual temperature is 8.3 degrees (with more than 225 sunny days in year). The town is surrounded by numerous forests providing exceptional natural and landscape values where appear rare species of plants and birds. In Stanisławówka part, there is a deep erosional dissection of land called Wydor. For the above reasons, Osieczna is visited by botanists and ornithologists studying unusual specimens. Landscapes of the ground moraine hills as well as the relics of the terminal moraine are used for terrain therapy. The Samica River flows through the town [11].

Most importantly, Osieczna has a natural resources of peloid (Greek: *pelos* – mud), porous, unpolluted peat, which has an overheating, bactericidal, anti-inflammatory and anti-nociceptive effect [3]. The healing activity of the therapeutic mud began to be used in medicine from the 19<sup>th</sup> century. The resources of Osieczna's peat were estimated at 2.7 million m<sup>3</sup> with an average deposit thickness of 3.2 m [11]. In 1922, on the premises of Stanisławówka started operating a villa – private mud treatment establishment, where dr Bronisław Świdorski treated diseases with local mud (till World War II) [5, 12]. This physician used it to heal patients ailing on rheumatism, inflammation of joints or muscles, neuralgia, sciatica, anemia and others. As a medical doctor, president of the Tourist and Sightseeing Society of the Leszno county and a committed community worker, Świdorski promoted the establishment of a health resort in Osieczna.

Osieczna, located in the Krzywiński Lake District, (part of the Leszczyński Lake District) due to its location is favorable for the development of tourism. The Municipality contains ten lakes, the largest – Łoniewskie Lake (102 ha, zander type) is located in the town [16]. The earliest mention of Osieczna's summer resort comes from the second half of the 19<sup>th</sup> century. Originally the bathing area (located on the Łoniewskie Lake peninsula) did not have a beach, as there was no tradition of sunbathing (lake baths were used for therapeutic purposes). Access to the water was provided by the stairs leading directly from the bathroom building (which was later on destroyed during World War I). Few years after the war, it was decided to continue the development of the resort. In 1924, the town authorities bought plots of land by the lake, where a new summer resort was planned. In place of the former bathrooms, there was created a complex containing bath building (destroyed at the end of World War II), beach and piers. A restaurant and a hotel were also raised at that time. In the 1950s, a new, larger beach with imported sand was formed. In the 1990s, the restaurant building was demolished and started a tendency to build Employee Centers, now privatized [5,9].



**Fig. 3.** Osieczna – Contemporary pier and walking path of circles (photograph taken 15.09.2020 by the author).

In 2009, a new pier (the largest in region) with a viewing platform was built, recently renovated in 2020. At the same time, a pier for anchoring boats was located next to the beach. In 2012 the town authorities decided to build a walking path of circles mounted on the lake surface and a fountain (illuminated at night, working between May and October) [16]. Inland of peninsula are situated gastronomic points, public toilets with showers, beach volleyball area, football and basketball fields and a playground for children. Town authorities constantly improve Osieczna by realizing new developments (in 2020 creation of the Social Activity Center

and communal nursery) and road constructions [18]. In plans is also a 25 m viewing tower (in place of former of 8,5 m) [19]. Moreover, Osieczna is a place of concerts, festivals, exhibitions, angling competition and other events activating residents and enriching tourist offer [20].

According to Google, Osieczna's beach is ranked 4.2/5 (1075 reviews) [21]. People appreciate food service, parking, safety and cleanliness of the area. Among the negative opinions are listed: a low water clarity, undeveloped tourist accommodation, lack of aesthetics and modern solutions. It is observed, that Osieczna is popular to come for few hours, to spend time on the beach, only few people stay overnight. In the past, also the lack of a waste water treatment plant contributed to the cessation of tourism development in Osieczna. Bathing bans announced over the years, due to insufficiently clean water in the lake, could have influence on local investor's discouragement to build resorts, consistently, the tourist potential of Osieczna was not used. Building a waste water treatment plant (modernized and extended in 2016–2018) and sanitary network completely solved the problem of sewage management [11,22]. Łoniewskie Lake is the only one in region, that meets the conditions of a bathing area, thus the purity of the water is checked several times during the season [23]. Present land reserves allow the development of the new resorts.

## Existing tourist accommodation

- Jeziorki Manor House and stud farm – a guest house, located in a 19<sup>th</sup> century Hans Hasche Tyrolean Style manor house, is a part of the horse farm complex surrounded by a 5 ha park. The resort has 30 rooms (50 bed places) equipped with bathrooms and TV. The guests have at their disposal a bar, restaurant, billiard room, sauna, 2 tennis courts and a mini zoo. Around the buildings is created an exhibition of historical items and agricultural tools [24].
- The palace in Witosław – Apiherba apiphytotherapy center with 6 ha park and private beach, located 5 km from Osieczna, over the shoreline of Witosław Lake. The resort has 23 rooms (52 bed places) equipped with bathrooms (all adapted for people with disabilities), telephones and TV. The complex includes: drink bar, billiard and bridge room, conference room and a ballroom. Moreover, there is a SPA&Wellness area with sauna, solarium, gym, also stable, playground, tennis court, playground for children and sports equipment rental. Therapies that are practiced in the palace base on apiculture products and herbs [25].
- Palace, Manor and Park in Drzeczkowo – the complex, located 4 km from Osieczna and surrounded by 15 ha park, has 44 rooms and 8 apartments (120 bed places). Moreover, contain a restaurant, pub, multi-functional rooms, fire place area, mini golf, petanque and sauna. The complex was completely restored in the first decade of the 21<sup>st</sup> century. One of the attractions is a sensory garden located between the buildings [26].
- Waykiki holiday-training center in Osieczna – The complex contain wooden houses and brick terraced houses situated next to the beach, 70 bed places in total. There are three multi-functional rooms with 30, 50 and 350 seats [27].
- Rogatka Pension – located in the market square of Osieczna has 27 beds with possibility of adding 5 extra. All rooms are equipped with bathroom, WiFi, TV, telephone, some have air conditioning and leisure area. There is a restaurant on the ground floor of the building [28].
- Apollo Pension – the resort has 34 beds. Some rooms are equipped with bathrooms and kitchenettes. Guests have at their disposal a jacuzzi, gym, garden and own fish ponds [29].
- Morena youth hostel – has 65 beds with shared bathrooms, self-service kitchen, table tennis and a fire place. The facility is intended primarily for the groups (school trips, bicycle rallies, sports camps etc.), however individual stay is also possible. 50 m from the hostel there is a school with a canteen, 2 gyms and playgrounds for small games (accessible for hostels guests) [30].
- Relax summer camp complex – 90 beds in rooms and bungalows. The resort contains: canteen, recreation room equipped with table tennis and table football, playground for children, fire place. The resort specializes in organizing school trips, summer and sports camps as well as corporate parties [31].
- There are also agritourist places with few rooms (e.g. U Janeczki, Zielona Zagroda, Na Wzgórzu, respectively: 30, 4, 15 bed places), seasonal campsite and private summer houses to rent [32, 33, 34].

According to data published in 2014 by the Central Statistical Office, Osieczna Municipality tourist base consisted of 10 structures (6 functioning all year-round). Throughout the calendar year, 15 747 overnight accommodations were provided including 220 overnight stays to foreign tourists. This is 0.3 people per square meter per day [11]. According to data from 2019, in Osieczna Municipality were registered: 1 hotel, 1 pension and 7 accommodation facilities. Central List of Hotel Resorts includes one structure: 2\* hotel in Kąkolewo (located in municipality, 7 km from the town) [35]. However, Hotel u Macieja suspended activity and changed the owner, who switched its function to a roadhouse [36].

Establishing on the analysis, it is stated, that the existing tourist base is currently modestly represented. Most of the above-mentioned resorts are characterized by average standard and bland architecture. The complexes are opened all year-round, however, mud treatments are not used in any of the accommodations. All existent palaces, manor houses and pensions have proper space and tools to organize wedding ceremonies, integrative events, family and company celebrations. There are no modern SPA resorts, also lake potential is neglected. In conclusion, substantially introduced development of Osieczna, as a health and SPA resort, would bring mutual benefits, both for tourists and town residents. Especially, that Osieczna possesses large land reserves for building new resorts. Higher amount of tourists would revive the local economy. The infrastructure and service offer would be enriched. Consequently, the number of work places in tourism sector would also increase. Returning to mud treatments in Osieczna, could be a promotion of the entire region, unique feature of the town.

## Possible development directions

The upcoming demographic boom of people over 60 years, growing society's health awareness, along with fashion for staying fit and active, contributes to the increasing demand for nearby SPA resorts. Moreover, increased number of middle-income and affluent people, as well as the number of late weddings and single women, affects the demand. In modern times, growing number of people undergo beauty treatment, the market of aesthetic medicine treatments and cosmetic services is showing a growing tendency. According to Alejziak, tourism is a psychological phenomenon, that bases on, increasingly important, part of contemporary human needs (e.g. people plan and visualize the trip before departure, later on, compare their imaginations with the actual state) [1]. Moreover, trips and holiday stays, have a salutary effect on mental and physical health in terms of: stress reduction, replenishing vital energy, general relaxation and restoration of psychophysical balance. Consequently, leisure deficiency reduces productivity and work efficiency, also may contribute to suffering from mental disorders. It is estimated that 7.5 million of Poles experience various types of mental disorders every year, what means a huge demand towards health and SPA resorts [37]. Another reason for building such developments, is a trend of moving business meetings outside offices e.g. to SPA centers. Therefore, exist many arguments in favor of returning to mud treatments, a fortiori that Osieczna possesses its natural deposits. The balneology may be a recognizable leitmotif of tourism in the town. While considering possible directions for its further development, the topic of Coronavirus must be taken into account. After all, the global epidemic is the biggest cessation to the tourism industry in recent years, followed by the visible economic crash (concerns all types of accommodation, flights, travel agencies, guides, transport carriers, tourist attractions as well as restaurants and shops in tourist centers). According to UNWTO, ongoing pandemic of COVID-19 has an impact on significant limitation of tourist traffic (with estimated decrease in travels of 58–78% comparing to previous year) [38]. Developing Osieczna would promote local tourism and micro-travels (also for tourists from Germany or Czech Republic) what may strengthen the local economy and support smaller forms of tourism. Also, creating intimate-scale, out of town resorts would provide safe, uncrowded places to stay in time of keeping social distance. Thus there are grounds for questioning in what direction should tourism in Osieczna be developed?

Przeclawski defines tourism as the entirety of spatial mobility phenomena related to the voluntary temporary change of the residence place, rhythm and environment of life, as well as coming into personal contact with the visited environment (natural, cultural or social) [10]. Kornak and Rapacz named tourist functions, which are: leisure, health, training and education, city-forming, cultural education, economic, ethnic, political, shaping ecological awareness [7]. World Tourism Organization, in 2019 published an UNWTO Tourism Definitions to establish commonly understand segments. The work divides tourism into: cultural, ecotourism, rural, adventure, health, Wellness, medical, gastronomy, business, coastal, maritime and inland water, city, mountain,

education, sports [13]. In light of these division, Osieczna, due to its location, natural and historical values, as well as predispositions may involve: cultural, health/Wellness/medical tourism (these are umbrella terms), rural and ecotourism. In relation to lake location, is identified as inland water tourism (in literature it is common to find term lake tourism). Further, Alejziak divides tourism into hard and soft [1]. The first features consumption, passivity and focusing on comfort. Example in this regard are group touring trips organized by travel agencies connected with fast taking photos, buying souvenirs in the first visited shop and going to another attraction. This kind of tourism is assessed negatively, leads to high saturation of the resorts, often exceeds the limits of tourist capacity, consequently causes degradation of the natural landscape. In addition, tourists, not interested in local tradition and culture, spend most of their time in hotels, what builds a border between resorts guests and locals. In opposition to mass tourism, there can be observed a development of soft tourism phenomenon, so called aware or mature. The term is associated with experiencing the nature and local culture, bases on repose and sustainability. Within this trend resorts are still being built, but the priority is to protect the natural, historical and cultural value of the place. Vacationists integrate with local people, visit services, go sightseeing, what leads to harmony between the development of the resorts, environmental protection and comfort of town residents. The soft tourism resort is meant to be a place of relaxation and leisure. With regard to the above, town characteristics and the fact that the mud treatment might be a highlight of the resorts, direction of developing soft tourism in Osieczna is evident.

## Conclusions – Guidelines for the design of new resorts in Osieczna

At the moment, there is no comprehensive Local Development Plan for Osieczna, which is a great opportunity during its formulation. The spatial policy of the town is defined in the Study of spatial development conditions and directions of Osieczna Municipality adopted on 20 October 2016 [11]. The text does not place much emphasis on the development of tourism, however it is suggested to: “strive to use the existing environmental predispositions for the development of tourism and recreation, excluding erecting large resorts, preferred forms addressed to individual tourists and smaller groups of people with specific interests, e.g. fishing, bird photography, cycling, canoeing, horse riding, training and conference meetings, as well as health and rehabilitation stays” [self-translation]. When analyzing the possibility of development Osieczna one should start with defining basic terms connected with health and SPA resorts as well as sanatoriums.

Resort is a self-contained commercial establishment, which attempts to provide for most of a vacationer’s wants. Term SPA (Latin: *Sanus Per Aquam* – health through water) currently refers to general description of treatments aimed at improving health and well-being and the name of the place where they are performed. Błądek compares SPA treatments to rituals aimed at regenerating the mind and relaxing the body and creates groups: Resort SPA (hotel, located out of the city, in which SPA services are the dominant section), Hotel SPA (where treatment services are offered additionally) and Hotel Wellness Center (where some treatments are offered) [2]. According to reform of 28 July 2005 related to health resorts, resort communes and its protection zones, health resort is a dedicated area (for the purpose of using and protecting natural medicinal raw materials located in its area) where health treatments are provided [39]. When appearing significant health values (climate, water properties, air), appropriate buildings (called sanatoriums) and devices for rest and treatment, the area can be given the status of a health resort (Polish: *Uzdrowisko*). However, separation of protection zones imposes certain restrictions. In authors opinion, it is enough to provide the resort character to Osieczna (without official status). The town, thanks to the use of peloid can be recognized on the map of Poland as a place of health tourism, conducive to relaxation in silence and harmony with unspoiled nature.

### Location, size and capacity of facilities

Before starting the construction of new facilities, it is necessary to create a well-elaborated town expansion plan admitting priority to the protection of natural conditions and landscapes. On the scale of urban development, new structures along with existing buildings should constitute a coherent whole. The indication of guidelines for the design of new developments will eliminate the increasingly common phenomena of “spontaneous

urbanization". It may be helpful to determine: the dimensions, proportions, features, colors or preferred building materials of the newly designed resorts, however it should be prohibited to create the same looking district-scale buildings (in order to protect the small village character, genius loci of Osieczna). Also, when proposing streets grid for undeveloped part of the town and land dividing it is necessary to avoid artificial, unjustified divisions. A question arises to analyse potential locations to build new resorts, near the existing developments or on the sidelines, currently free from buildings part of the town? How to exploit the potential of the coastline? The advantage of such structures can be the view of the lake from windows (also rooms with balconies are considered more attractive).

According to Study on Conditions and Spatial Development Directions of Osieczna Municipality, suggested dimensions for new developments are: minimum plot area – 1000 m<sup>2</sup>, maximum building intensity – 0.35, minimum biologically active area – 80% of the plot area for summer housing and resorts developments and minimum plot area – 1500 m<sup>2</sup> with minimum 20% of biologically active area for service buildings. In case of residential-service buildings located within boundaries of the town minimum plot area is 600 m<sup>2</sup>, maximum intensity 0,85 (single family and service), 1,2 (multi-family housing) and 35% (service), 50% (housing) of biologically active area [11]. Considering the size of Osieczna, it should be forbidden to create large hotel enterprises (the scale of new resorts must be adjusted to existing town developments). It is recommended to design smaller, family-run guest houses, keeping proportions between the new buildings and recreational areas. The average number of beds in Polish therapeutic resorts is 128. More than half of the facilities have up to 100 beds [8]. The resorts in Osieczna should also not exceed this number (indeed, soft tourism bases on minor concepts). The guidelines are based on author's analysis of Osieczna and general trends in tourism and architecture. This paper composes introduction to topic, which will be elaborated in future, however the procurement of accurate data requires complex and precise research.

## Guests

Common statement among architects says, that "if something is designed for everyone, in reality is for nobody", however, when designing tourist accommodation, the resorts should be universal, accessible for stay of a single, senior, person in a wheelchair as well as a family with children. All resorts must also be adapted to the needs of people with disabilities [40]. Development's character can be determined by the room size, standard or offered services. The common method is to inform guests (using web portals), that the resort is for families or adults only (then the guest is aware of possible noise or events) or that the resort is especially liked by people focused on entertainment (sport activities or discos). This solution allow, those who look for silence, to find another, more quiet accommodation.

However, general tendency is to design for diversified group of users, also modern approaches move further away for designing for seniors only [40]. Stam, Verbeek and Ann in their paper focused on the correlation of architectural design with the creation of social life, showing how architecture affects human behavior [41]. In conclusion, it is suggested to keep some "openness" in design, avoiding too rigid function imposing that limits the possibility of use to a narrow group of activities or people. Following this reasoning, contemporary architecture needs flexible facilities that allow, when it is needed, the introduction of additional functions. The article presents two approaches to enterprise, the first based on the flexibility of the building with keeping "openness" for previously unplanned functions, the second based on strictly defined function, called "specificity". In case of Osieczna there is enough space for various types of accommodation especially of guest houses or hotels standard.

## Functional program

Requirements as to equipment and the range of services provided (including gastronomy services) depend on type of accommodation and are strictly defined in respective ministerial order (regulation on hotels and other resorts where hotel services are provided) [42]. According to the document, the resorts are divided into following groups: hotels and motels (1\*-5\* standard), guest houses (1\*-5\* standard), camping (1-4\* standard) and

campgrounds, guest accommodation (I–III category), youth hostels (I–III category) and hostels. The requirements refer to: external development elements, installations and technical facilities, function elements, living area, services and other elements. All groups must meet different requirements, so it is important to declare type of the accommodation before preparing the project. Just to give few examples, in terms of sanitary units, all hotel's and motel's rooms must be equipped with bathrooms, but in case of other types of accommodation the demands are more flexible (e.g. only 4\* and 5\* guest houses must contain full sanitary unit in each room). In former Polish sanatoriums and guest houses there are often rooms with shared bathrooms, where guests to use toilets, washrooms and showers go to accessible from corridor rooms (separately for men and women). At the same time, in Austria and Germany, when designing those structures, there is no practice to create rooms without full sanitary unit [8]. In authors opinion, the newly designed resorts should meet the standards of the 21<sup>st</sup> century. For hygienic and safety reasons (especially in time of ongoing pandemic) and to ensure comfort of use, each room should be equipped with a bathroom with a shower or a bathtub (it is common to find both, bath and shower in luxury hotels, however most resorts equip bathroom with shower only). Another example is the reception, functionally and psychologically crucial space of facility, which should be located in the main hall and be visible from the entrance. What is more, must be spacious enough to comfortably accommodate the checking-in organized groups. The required area of the reception hall (which grows with the type of accommodation and amount of rooms) is minimum 30 m<sup>2</sup> for 5\* guest house and 50 m<sup>2</sup> for 5\* hotel [42]. An efficient, visually attractive reception desk with friendly staff is decisive when it comes to liking or disaffecting the facility at the beginning of the stay, thus reception is identified as the showpiece of the whole resort. Crucial issue to analyze before designing the facilities is selecting forms of spending time. The number and type of services offered by the resort is also included in the regulation. The advantage of the resorts may be the possibility to perform various activities (also during bad weather) like as shops, SPA&Wellness area, indoor swimming pool, gym, library or cinema room. The facilities may have multi-functional rooms (to organize training, conferences or parties), possible to be rent without staying in resort. In case of smaller developments, when implementing attractions is not profitable, such services may be open for people outside the hotel.

## Rooms from guests expectations

Kraśiński in his publication about sanatorium market in Poland presents the results of a survey, in which bathers of sanatoriums were asked what rooms they expect (and in which they stayed) [8]. 35% of people would like to stay in a single room (but only 15% of them stayed), 60% would like to stay in a twin room (stayed 47%). The smallest number of people, 5%, would like to get a triplet room, while 38% of guests stayed in such a room. In one of the surveys, guests were asked what they consider attractive when choosing a room. The most frequently asked question was how many beds were in the room. At the forefront of questions there was also an inquiry about the capacity of the wardrobe and the type of bedding. People also put attention to curtains, whether the room is clean and size of the room. They also asked about the possibility of furniture rearranging. At last but not least, guests ask about room lighting, furniture arrangement and room equipment such as a kettle, radio, dryer or TV. The results of the above survey are an indication for future designers what rooms guests expect, what affects their choice and which rooms are the most preferable. Analysis shows that in the greatest demand are twin rooms. Also functionality and appearance of the rooms contribute to the good feeling of its users. The length of stay affects the identification with the room. Bathers that stay in sanatorium for 3 weeks identify more strongly with their "temporary home" than people who come to the guest house for the weekend. However, regardless of the length of stay, the room should not only be visually attractive and functional, but should also provide complacency, security and harmony (after all, staying in sanatorium, hotel or guest house must be beneficial to mind and body).

## Openness or closure?

There are many cases of facilities that work as separated zones not accessible to people outside the hotel (completely separated from the town with a high fence). The operation of accessible restaurants, gardens, or



services should be considered as mutually beneficial. It is significant to specify which function and spaces will be available to the public and which reserved for guests only. Due to sustainable development of Osieczna, the locals may gain new services and places to rest. Integrated with the inhabitants guests more willingly go to the see the town. Also, finding balance between resorts and existing buildings is a challenge for designers.

## All year round and seasonal resorts

Mud treatments, like other health and beauty practices, can be carried out all year round. Regardless of the length of stay, Osieczna offers a wide range of attractions every day of the year is also a place where concerts, exhibitions and festivals are organized all year round (however, this year the biggest were cancelled due to ongoing pandemic) [20]. Tourists can try sport activities like: Nordic Walking, jogging, cycling, swimming in lake, horse riding or sleigh rides during the winter [24, 25, 26]. For water sports fans there is a water equipment rental with canoes, windsurfing, pedal boats and boats, but Osieczna is especially recommended to people who appreciate contact with nature: picking mushrooms, fishing, wandering through forests, observing animals and changing colors of the trees. With a well-elaborated strategy of development, Osieczna can be popular with tourists both in summer and in other seasons of the year. In addition, the facilities may provide various stay offers: from treatments without staying overnight, 1 day treatments, weekend stays as well as longer, holiday stays. The offer may also vary due to the features of the stay: beautifying, relaxing, health, rehabilitation.

## Food preparing and gastronomy services

At the design stage of resorts, the type of gastronomy should be planned (the regulation specifies the required food service). Dining rooms must be functional, clean and please the senses. Moreover, should allow keeping the distance between guests and provide the possibility of dividing the whole into smaller divisions. Many facilities have one large dining room that can accommodate all guests at once, and even visitors from neighboring sites. When planning a restaurant, the kitchen part should constitute ca 50% of the dining room area [2].

Nowadays, ends tendency of serving meals at precise hour giving way to intervals of time. Previous solution involved crowds on the corridors (especially at the elevator). In addition, the kitchen required a large surface, equipment and utensils (also more kitchen and serving staff were necessary). The solution also generated noise in the dining room, what constricted to create an intimate atmosphere of eating. A common way to solve gastronomy area is to serve meals in the form of a buffet. The guests decide themselves what time to come to the dining room (without feeling pressure to eat at precise hour). With such a crowd reduction, dining rooms may be smaller and providing the privacy. The designed dining room should have tables prepared for a different number of guests (the equipment should be mobile to freely arrange the room). An advantage will be the organization of a seasonal gastronomic garden to enable eating meals outdoors.

Contemporary eating meals, does not limit to meeting physiological needs. People want to discover new tastes, treat cookery on par with the art. That is why gastronomy tourism (experience linked with food and related products and activities while travelling) raises popularity. People become aware of diversity of products and cooking methods. Going to restaurants is also communing with beautiful paintings and sculptures. It is a place of meeting with friends and business negotiations in inspirational interiors. Another tendency is to provide space for working in dining rooms e.g. electric sockets, Internet access, TV with information programs, daily newspapers. Cafés and bars, become place of concerts, performances and discos (in hotels are also location of the nightlife).

## Mud treatments return

There is a chance to create out of the naturally occurring in the lake peloid a leitmotif of Osieczna, the more the interest in balneological, relaxation and beauty treatments is constantly growing. Among many forms of mud therapy, the most popular are: mud baths (1 l peat mass/2 l water, ca 100–150 kg of peloid), half-baths

and compresses. Currently, however, the phenomenon of limiting use of mud in resorts is observed (mud can be used once, later on must be disposed of appropriately, however, in some countries, after storing in clarifier for 10–15 years, it is added to new deposits). Peloid, due to its properties (organic substances and salts), finds use in medicine and cosmetics (e.g. cellulite reduction, smoothing wrinkles, regenerating hair). Therapies regenerate the epidermis and damaged tissues, as well as increase the skin blood supply. Motor system overload diseases, neuralgia, rheumatic diseases and inflammations are some indications for mud treatments. Peloid also helps with curing some types of infertility [3, 6]. To continue this concept, detailed research on local mud as well as the profitability of mining and processing business should be carried out. Perhaps the process of extracting and grinding mud could be a tourist attraction. Until now, these processes took place in separate buildings called mud plants. Presenting obtaining mud to tourists (similar to showing the production of gingerbread or beer) could become an attraction, and just like Toruń is known for gingerbread and Żywiec for beer, Osieczna can be equated with peloid. At the design stage, planning to return to mud treatments, it is necessary to plan proper area needed to prepare and carry out treatments. The offer of mud therapy can be enriched with massage service, saunas, jacuzzi, relaxation room and swimming pool. In Błądek, there is specified the area of recreation and Wellness, in case of small resorts it is 200–300 m<sup>2</sup> of total usable area, for larger facilities the area varies between 300–600 m<sup>2</sup> [2].

## Sustainable design

Over the recent years environmental awareness has grown. People noticed negative effects of climate change including biodiversity loss, problem of water shortage and contamination and to fight with the problem developed ideas concerning energy and water saving as well as pollution preventing solutions. There is a time of building eco-friendly facilities, in High and Low tech trend. High tech concerns advanced systems (intelligent buildings that manage themselves) and devices like solar panels, photovoltaic cells, wind and water turbines. It is recommended to use ecological fuels or heating pumps. The topic of energy saving and pollution preventing is valid in context of tourism, after all facilities need to consume much energy on heating, mechanical ventilation, alarm systems, air conditioning, lightning and working devices. Annual energy demand of hotels oscillates between 305–330 kWh/m<sup>2</sup> (for comparison, it is estimated that consumption of a traditional, 4 people single-family house is 120 kWh/m<sup>2</sup>) [4,43]. Low tech focuses on local building traditions, natural or recycled materials (also obtained from demolitions). If possible, buildings should be created in place of former facilities (not to occupy new plots). Also the size and shape of the building should be reasonable and use natural features of wind, sun, greenery. An example in this regard is locating windows to the south, east and west to heat and to provide natural ventilation or using greenery to protect from wind. Both trends provide the efficient use of renewable energies, however high tech puts on a pedestal machines and technological possibilities, whereas low tech concentrates on nature, human and local methods. More and more often one can meet the opinion that the construction of an ecological high-tech building has an ambivalent effect on the environment. There is a criticism of the high cost and complex process of material production, also the need for import from distant factories.

According to Osieczna, the new structures should correspond with the contemporary sustainable design trends. Therefore, in the buildings ought to be used ecological energy sources (solar, water or wind). There is also a need for rational procedure of water consumption (e.g. limiters in public toilets, aeration, rainwater possible applications) and garbage production reduction (along with waste sorting). Building ecological buildings not only reduces the cost of maintaining, but also arouses the approval of aware guests. Following a thought of Jabłońska, encouraging ecological approaches, basing on local products as well as implementing solutions favorable to human health and care for the environment can become a part of promotion and marketing of the resorts [4]. At the same time, the development of Osieczna may have negative consequences. It is crucial to analyze how to avoid increased traffic, environmental pollution and chaotic expansion of stalls with food and souvenirs. It is necessary to properly select the scale of the new resort (not to lose the special natural values of the place). Otherwise, Osieczna will not be a place of out of town trips. Crowded resort may disappoint tourists looking for a rest in close proximity of nature.

## Architecture

The development deals with implementing new buildings into the existing natural and cultural context. It must be analyzed whether new architecture should refer to the existing buildings. If so, in what way of style, materials, shapes or dimensions? A question arises, if Osieczna has an architecture or details typical for the region? Perhaps has local features or building traditions worth replicating? On the other hand, the newly designed buildings may contrast with the existing buildings. One of the contemporary trends is to combine “the old” with “the new” by contrasting the facades (to highlight the features of the building). It is common to create the contrast within one realization or designing structures that differ from the neighboring buildings. At the same time, due to conjunction of historic and contemporary buildings, the whole has a modern expression without losing its authenticity. Michalski presents that the 18<sup>th</sup> century buildings in Osieczna were wooden or had a wooden half-timbered structure filled with clay, but most of them were destroyed by the fire in 1793 (the same that consumed the wooden town hall) [9]. The oldest preserved part of the town consists of one-story and single-story buildings with ridge lines along the roads. The compact development of the center still has original architectural decorations, window frames and woodwork. Among the buildings of the 70s. prevail traditional, brick cubes. The observations show that the new architecture of Osieczna is rather catalog and bland. Buildings built after 2000 are mainly detached single-family houses, often one-story ones with a hipped roof covered with tiles. Among the new buildings there are wooden log houses with rich carvings. The layout of Osieczna is characterized by clear and orderly urban planning. The preserved photographs and postcards show the former small-town charm of Osieczna. The ones from the beginning of the 20<sup>th</sup> century show the characteristic shop signs (currently not preserved) – rectangular stripes with the names of the owners (located between the ground floor and the first floor windows). Over the years changed town elements like roads or lightning. At the turn of the 1950s and 1960s, asphalt was laid in place of the old paved roads [9]. The reconstruction of some former urban elements, such as the cattle yard located in the center of the square (now the 600<sup>th</sup> Anniversary Square), could be a tourist attraction. In conclusion, it is suggested to keep the architecture of Osieczna consistent (with scale, style, materials or colors). When creating new buildings, excessive saving money and calculation of profit cannot be above design of the buildings.

## Coronavirus (COVID-19)

The current situation forces designers to rethink architecture, site developments and technological solutions. Importance of hygiene, disinfection, natural ventilation, semi-opened spaces, keeping distance and maximizing sense of protection become part of everyday life. Also during on-site verification, banners encouraging keeping social distance and disinfectant stand were observed on the beach. New safety rules aimed at protecting guests and staff from infecting are created in resorts. Common spaces (elevators, dining rooms, public toilets, SPA areas, reception) require special attention and implementing intensified health-care solutions. All surfaces should be easy to clean likewise, areas should allow keeping social distance. Devices without touching (automatic soap dispensers, flushes, self-opening doors) proved very useful. In time of ongoing pandemic it is forbidden to use hotel blow dryers in public bathrooms. Rooms are disinfected and ventilated or disinfected with an ozonizer before the next arrival. At the beginning of pandemic all tourist resorts in Poland were closed. In June 2020, due to Guidelines for the hotels in Poland published by the Ministry of Development, food service was limited to take-away only [44]. Shared TV rooms, playrooms for children, swimming pools, saunas, discos and other common areas were excluded from use (however, it was possible to reserve above-mentioned rooms for exclusive use by accommodated together hotel guests). It was required to keep 2 m distance in common areas and conference rooms and forbidden to enter the building without being hotels guest. In September 2020 the social distance was limited to 1.5 m, also opened restaurants and common rooms. It is still required to create an isolation room for person with disease symptoms. The pandemic affected tourist traffic [38]. In Poland, some people gave up entirely on tourist trips, other group chose to spend holiday in the country. Developing Osieczna as a health and SPA resort has a potential to be a safe and small-scale place to rest.

The beauty of Osieczna based on natural values, numerous lakes and monuments have long attracted tourists. The paper shows that correlated actions of resorts owners, local authorities and designers, aimed at

satisfying the needs of bathers, tourists and locals, may result in the development of Osieczna as a health and SPA resort. The beauty and health treatments using local mud deposits, offered alone or together with stay in resorts may become the attraction of the region. Despite growing popularity of SPA resorts in Poland, the tendency is not visible in Osieczna, which properly invested in holiday and SPA developments, has a chance to compete with the best Polish resorts. Quoting Świdzki: “*building here (reminder: Osieczna) a comfortable health resort, in manner to Western Europe model, would be very advisable and, under the supervision of specialist doctors, would ensure success*” [12]. Despite the passage of almost 100 years, this idea still seems to be considerable, albeit continue unrealized.

## Bibliography

- [1] Alejziak W., *Turystyka w obliczu wyzwań XXI wieku*, Albis, Kraków 1999.
- [2] Błądek Z., *Nowoczesne hotelarstwo. Od projektowania do wyposażenia*, Palladium Architektki, Poznań 2013.
- [3] Daniłowa N., *Przyroda i nasze zdrowie*, Wiedza Powszechna, Warszawa 1988.
- [4] Jabłońska J., *Architektura ogólnodostępnych przestrzeni współczesnych hoteli*, Oficyna wydawnicza Politechniki Wrocławskiej, Wrocław, 2018.
- [5] Jędraś S., *Osieczna i jej dzieje*, Urząd Miasta i Gminy Osieczna, Osieczna 2013.
- [6] Kasprzak W., Mańkowska A., *Fizykoterapia, medycyna uzdrowiskowa i SPA*, Wydawnictwo Lekarskie PZWL, Warszawa 2008.
- [7] Kornak A., Rapacz A., *Zarządzanie turystyką i jej podmiotami w miejscowości i regionie*, Wydawnictwo Akademii Ekonomicznej im. Oskara Langego we Wrocławiu, Wrocław 2001.
- [8] Krasieński Z., *Rynek usług uzdrowiskowych w Polsce*, Wyższa Szkoła Zarządzania i Bankowości, Poznań 2001.
- [9] Michalski M., *Osieczna (Storchnest). Dawne widoki*, Urząd Miasta i Gminy Osieczna, Osieczna 2005.
- [10] Przeclawski K., *Człowiek a turystyka, Zarys socjologii turystyki*, Albis, 1996.
- [11] Studium uwarunkowań i kierunków zagospodarowania przestrzennego Gminy Osieczna uchwalone 20.10.2016 r.
- [12] Świdzki B., *Ilustrowany opis Leszna i ziemi leszczyńskiej*, Nakład księgarni A. Krajewicza, Leszno 1928.
- [13] World Tourism Organization, UNWTO Tourism Definitions, UNWTO, Madrid 2019.

## Websites

- [1] Przyjaciół Ludu weekly, year 6, no. 37 (14 March 1840) <http://dlibra.umcs.lublin.pl/dlibra/publication?id=16187&tab=3> (accessed on: 15.09.2020)
- [2] <https://www.polskawliczbach.pl/Osieczna> (accessed on: 15.09.2020)
- [3] [http://www.osieczna.pl/asp/pl\\_start.asp?typ=23&submenu=8&menu=8&strona=1](http://www.osieczna.pl/asp/pl_start.asp?typ=23&submenu=8&menu=8&strona=1) (accessed on: 15.09.2020)
- [4] [http://zabytkowe-wiatraki.pl/?fbclid=IwAR0cFZy42F-a3UD3VuZakUy7hcsObqLdkEEvapYcJIDPs90e8\\_28r1ChgtY](http://zabytkowe-wiatraki.pl/?fbclid=IwAR0cFZy42F-a3UD3VuZakUy7hcsObqLdkEEvapYcJIDPs90e8_28r1ChgtY) (accessed on: 15.09.2020)
- [5] [http://www.osieczna.pl/asp/pl\\_start.asp?typ=13&menu=4&dzialy=4&akcja=artykul&artykul=3817](http://www.osieczna.pl/asp/pl_start.asp?typ=13&menu=4&dzialy=4&akcja=artykul&artykul=3817) (accessed on: 15.09.2020)
- [6] <https://leszno.naszemiasto.pl/zniknela-drewniana-wieza-widokowa-spod-osiecznej-chca/ar/c7-4763359> (accessed on: 15.09.2020)
- [7] [https://www.ckibosieczna.pl/kalendarz\\_imprenz/action~agenda/page\\_offset~-1/time\\_limit~1624399200/request\\_format~html/](https://www.ckibosieczna.pl/kalendarz_imprenz/action~agenda/page_offset~-1/time_limit~1624399200/request_format~html/) (accessed on: 15.09.2020)
- [8] <https://www.google.com/search?q=osieczna+pla%20C5%BCa&oq=osieczna+pla%20C5%BCa&aqs=chrome.69i59j0.2038j0j4&sourceid=chrome&ie=UTF-8> (accessed on: 15.09.2020)
- [9] <https://www.ptbnickel.pl/realizacje/inwestycje-inzynieryjne/oczyszczalnia-ciekow-w-osiecznej/> (accessed on: 15.09.2020)
- [10] <https://sk.gis.gov.pl/index.php/kapielisko/156> (accessed on: 15.09.2020)
- [11] <http://www.jeziorki.pl/> (accessed on: 15.09.2020)
- [12] [https://www.facebook.com/pg/Apiherba-O%20C5%9Brodok-Apifitoterapii-Pa%20C5%82ac-Witos%20C5%82aw-174536616080319/about/?ref=page\\_internal](https://www.facebook.com/pg/Apiherba-O%20C5%9Brodok-Apifitoterapii-Pa%20C5%82ac-Witos%20C5%82aw-174536616080319/about/?ref=page_internal) (accessed on: 15.09.2020)
- [13] <http://palacdrzeczkowo.com/> (accessed on: 15.09.2020)
- [14] <http://www.waykiki.waldi-leszno.pl/> (accessed on: 15.09.2020)

- [15] <http://www.rogatka.leszczynskie.net/> (accessed on: 15.09.2020)
- [16] <https://meteor-turystyka.pl/apollo-osieczna,osieczna.html> (accessed on: 15.09.2020)
- [17] <http://www.schronisko.osieczna.pl/> (accessed on: 15.09.2020)
- [18] <https://e-turysta.pl/relax-osrodek-wczasowo-kolonijny-osieczna-116364.html> (accessed on: 15.09.2020)
- [19] <https://meteor-turystyka.pl/ujaneczki-osieczna,osieczna.html> (accessed on: 15.09.2020)
- [20] <http://www.agroturystyka.leszczynskie.net/> (accessed on: 15.09.2020)
- [21] <http://agroturystykanawzgorzu.com/> (accessed on: 15.09.2020)
- [22] <https://turystyka.gov.pl/cwoh/kartaobiekту/id/516> (accessed on: 15.09.2020)
- [23] <http://www.gosciniac.ukowolki.pl/> (accessed on: 15.09.2020)
- [24] <https://portal.abczdrowie.pl/coraz-wiecej-chorych-odczuwa-zaburzenia-psyhiczne> (accessed on: 15.09.2020)
- [25] <https://www.forbes.pl/gospodarka/branza-turystyczna-w-czasie-epidemii-koronawirusa-miliony-osob-straca-prace/cnbbjgc> (accessed on: 15.09.2020)
- [26] <https://isap.sejm.gov.pl/isap.nsf/DocDetails.xsp?id=WDU20051671399> (accessed on: 15.09.2020)
- [27] <https://budowlaneabc.gov.pl/standardy-projektowania-budynkow-dla-osob-niepelnosprawnych/wprowadzenie/projektowanie-uniwersalne-objasnienie-koncepcji/> (accessed on: 15.09.2020)
- [28] Stam L., Verbeek P., H. Ann (2020), Between specificity and openness: How architects deal with design-use complexities, *Design Studies*, Volume 66, January 2020, Pages 54–81 <https://www.sciencedirect.com/science/article/pii/S0142694X19300869> (accessed on: 15.09.2020)
- [29] <http://bip.rbip.wzp.pl/sites/bip.wzp.pl/files/articles/rozporzadzeniewsprawieobiektowhotelarskich.tekstujednoliczony.pdf> (accessed on: 15.09.2020)
- [30] <https://www.ogrzewnictwo.pl/artykuly/budownictwo-pasywne-i-energooszczedne/domy-pasywne-i-energooszczedne/zapotrzebowanie-na-energie-klasfikacja-budynkow> (accessed on: 15.09.2020)
- [31] <https://www.gov.pl/web/rozwoj/hotele-i-inne-miejsca-noclegowe> (accessed on: 15.09.2020)