

**THE OPPORTUNITIES OF THE HEALTH TOURISM IN TOWN
GYULA**

OPORTUNITILE TURISMULUI BALNEAR ÎN ORAUL GYULA

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Gyula town is located in the South-plain, one of the most popular, ideal holiday resort. It shows the increasing number of inland and foreign country tourists' arrival, and the number of recurrent guest. The city finds a job along the Hungarian-Romanian border. It is accessible by automobile, train and coach. Its medicinal water, natural sight, its historic heritage, high-standard culture are over the border famous. The city has what kind of opportunities on the time of the present economic recession?

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INTRODUCTION

We may say thank you for the medicinal water welling up from the more thousand meters to the area's geothermal energy. It is with wonderful aesthetic conditions, small town lying in green zones. Onto everybody's mood is divorcing in order to fill his spare time here.

**WHY DO THEY REGARD GYULA AS ONE RISING IN TERMS
OF HEALTH TOURISM?**

There are spas, these on altogether 49 settlements internationally in the country acknowledged: Gyula, Harkany, Zalakaros, Heviz, Hajduszoboszlo, Balf, Buk, Sarvar, etc.

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The benefits of medicinal and wellness tourism are, that guests desiring to rest may take advantage of it equally winter and summer.

The health tourism passed through Hungary on huge changes. One of the country's important treasures are the thermal waters. Onto different curing suitable, for example: onto the treatment of organ of locomotion, digestive system, gynecological, illnesses of the nervous system. Increasingly bigger his role in the tourism, and he has big significance in the conservation of the health, his treatment, his after treatment, in physical conditioning, that some other way called fitness. Two of his kinds distinguish: the health and the wellness tourism. The latter one plays a bigger role in the advanced world among living persons.

The wellness keeps an eye on the optimal state of the body, the soul and the ghost. They conform to these claims adequately the different wellness and health hotels, where guests after few days, they are struggling along lifestyle with a change, the leaving of harmful habits, correct nourishment, the guest regenerates between luxury circumstances with regular motion. Bodily and psychically holidays. The health the average spending level of tourists visited by tourism taller, all the health-providing, on the space of catering industry units to be understood.

Today we live the renaissance of the nature. The treatments made with the water, spas, the hydrotherapy constitute the important area of the alternative medicine, the drinking cures.

The Greeks and Roman in the advanced bath culture were known in the antiquity already. Hippocrates knew the salutary effect of the medicinal waters, a bath applied already and a drinking cure according to Herodotus historiography, already.

THE GENERAL FEATURES OF THE MEDICINAL WATERS

The constituents of the medicinal waters used in the form of the bathing are absorbed into the organization through leather. Breathing – inhaled – used medicinal waters the respiratory tracts disappears through a mucosa. The medicinal water has physical effects, the buoyancy of his temperature taking a bath, the water, the jet massaging his flow. To be noticed, that the physical effects of the medicinal waters more essential.

The majority of the substances being absorbed through the leather in fat dissolving, but the calcium, fluorine mean bone strengthening in case of lime poverty, the magnesium solves a more favorable effect who, the silicon prevent the calcification of the vein walls. The spas significantly help the painkiller to the leaving of medicines.

Many people visit the castle bath of Gyula from a year onto a year, since the iodine-bromine suitable one taking a bath the chronic one rheumatic sicknesses, onto the treatment of discopathy, breaks, luxation, softens the cicatrization after accidents. 4 starry beaches and a spa are highest by way of the Hungarian bath association.

They reach different effects at the time of the difference of the temperature. The warmth 36-39 centigrade the effect of his reaction to stimulus, a painkiller in the case of positively chronic organ of locomotion illnesses, 28-30 centigrade may be cooler until longer time on the other hand in a bath to abstain, and it is necessary to make motion practices in a dog. The swimmer around the 28 degrees and aquatic exercising his pool it, that the mostly useful in the case of the chronic inflammatory joint illnesses. Exhausting lengthy boiling one the 40 degrees concerned into a case like this taking a bath with a taller temperature it is allowed to be useful until only 10 minutes beside a medical permit! (Fruhlich, 1991)

The warm spa is not a councilor or a contraindication in the case of cardiac entailing circulatory insufficiency. Frequent contraindication on expressed one the tall blood pressure, the positively tall emphysema, the frequent lung asthma attack, bile and renal colic, concerned liver and renal failure. Let us not use a warm bath likewise on the time of menstruation, in feverish states, at the time of the existence of phlebitis, focal infections. All malignant tumor illnesses, expressed arteriosclerosis constitute an additional contraindication, concerned artery stricture his case. Is afraid after a heart attack and brain hemorrhage until a year they did not get accustomed to the warm bath to allow. In the after treatment of accidents in the expressed lime deficiency state of the bones, i mean the positively warm baths are avoided in the osteoporosis, the cooler or lukewarm water is used more successfully on the other hand, bathing it is linked to the gymnastic exercises made in the water. His public health contraindication the cleanness state neglected for the common baths pl. (dirty long hair, on which often sponge off they are), the disturbance of the retention of the urine and the stool (incontinent). Psychiatric illnesses entailing a state of public danger, the drunkenness, the

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bath do not make his strain possible. An epileptic patient's bathing without supervision is inadvisable. The picking of strong tranquillizers, the intake of sleeping pills it is not allowed to take a bath on his time alone.

There are several illnesses when the spas have a severe contraindication, is not though, carefulness increased after all necessary. Here owe the heart with a more moderate degree and antipathy, the very tall one, concerned the very low blood pressure, the lung dilatation, chronic bronchitis, bronchus dilatation, and you the elder age. At this time 20-30 minutes longer bathing cannot be offered.

FROM THE CURES

Mud and moorland treatments are famous. The medicinal mud mainly the sediment of organic matters, the moorland implies vegetal parts, which started decomposition,, it is necessary to ripen these generally. The temperature of the mud bath 39-41 degrees, time span 10-30 minutes. It mud rolling is applied on 42-50 degrees until 20-60 minutes the often in chronic arterial diseases. (Gyomor - Balint, 1989)

It is applied under so-called water stream too. The jet so-called tangentor it is created with apparatus. The essence of the treatment is suitable for massage actually. The weight bath is a Hungarian invention. Karoly Moll thermal water spa physician applied this treatment first. This is a tensile treatment actually. The frequents areas of application are: the intervertebral the illnesses of inter-vertebral discs, neuralgias, in case of scoliosis, big joint stiffness, shrinkages. The pull happens in the water, the foot does not attain the soil propped up at the neck or the armpit. The doctor may prescribe the number of the treatments and his quality only. The treatment series consists of 10-20 treatments mostly. Initially only the weight of the body pulls, truth begins with the weights then load, the maximum degree of which may reach as far as 10-20 kg. This is application of a weight bath in threatening illnesses entailing the breakdown of prohibited vertebrae, serious states with decalcification, osteoma illnesses, and tuberculosis. (Gyomor, 2001)

THE THERAPY OF THE DRINKING CURE

These generally additional treatments, but we use it successfully in many cases, the selection of his essence, the metabolism products, the dieresis the special insurance of his increase, relieved substances. His more capital forms: iodized drinking cure thyroid gland in illnesses. Ironworker – arsenic drinking cure in case of exhaustions, anemia. Dauber salt (bitter salt) tall blood pressure and a liver apply it – bile in illnesses. Medicinal water likes this Mira water, and Salvus water. This has latter salve alkaline with an alkaline effect. Stomach onto a folding applicable Ferenc Jozsef, it Igmandi, and Hunyadi bitter waters. (Hanko, 1907)

Not chance, that in the course of the history the claim for the bath cult, the hydrotherapy treatments spread away into a situation like that, that was going out with a city, industrialization. The proximity of the nature himself heals, the beautiful nature, calmness causes a joy present the silence of the nature, and its order, reports reconciliation onto ourselves and the external world. This is himself health factor. A big doctor named Albert Schweitzer, so much in the world, the energy, the strength, than the accessory of the hope, the health. When it is health care sport onto an institution we receive the sacrament, we see his coming generation before ourselves, but onto the health of our seed and let us think of his joy, and in that direction, that can provide this for ten million Hungarians and a lot for many foreigners the odd national treasure: the thermal water.

ACCOMODATION CAPACITY AND CULTURE OF GYULA

The settlement all has wide choice the hotels all on the guesthouses' and the youth hostels' space.

The city more than 4000 guests are fit for his reception. Gyula has 8 hotels, more than 12 guesthouses, 3 camping sites. Several private rooms stand for the guests' provision.

According to the distribution of the rooms 17% other accommodation, corporate holiday resorts 6%, camping 18%, private rooms 20%, guesthouses 3%, and hotels 45% it is amounted to. The bigger accommodations which can be found in the city know his names abroad (Hotel Erkel, what the hotel with largest capacity is, Hotel Corvin, Hotel

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Aqua, D Hotel, hotel Aranykereszt, Park, Civis Hotel Park 1, Elisabeth Hotel, source of heat holiday resort co-operative and hotel, hotel Agro). These three-star hotels, there are not hotels with a taller category in the city at this. Because of that important the hotel, since yeah only health-hotel in the city and Gyulai Varfurdo (Picture no 1) in a contact I mention this hotel because of this in detail with. Three starry Hunguest Hotel Erkel in the castle garden, environment surrounded with ancestor trees the lake going rowing and in the vicinity of the castle, with the 19 pool baths built in with a diverse service and into friendly environment waits for his guests always.

Based on the students of Budapesti Kozgazdasagtudomanyi Egyetem Turizmus research team one of the city's most important attractiveness's the castle bath and his services, and the additional bigger interests Szazekes Cukraszda, the castle theatre and the other high season programs, exhibitions, purchase opportunities, that on the truth of ones arriving from the adjacent eastern countries primarily attractive.



Picture no 1: Varfurdo (Bath)

I mention Gyorgy Hohan Kossuth prize Painter Keptar, many churches, a Maria cult yet collection, firm story exhibition visible one, which reflects the present of the meat industry and his past. The famous composer of Gyula, Ferenc Erkel's birthplaces where the exhibition presenting the composer's life, his working class is visible. Hence farm museum, shepherd museum, sugarloaf museum, shop – worthy to visit.

CONCLUSION

Gyula the spa is suitable for deserving a style. What are the factors that contribute to the patient's recovery apart from the bathing and the treatment?

The 1. From the home and workplace environment of his ill highlighting, his switching off.

The 2. Balance between the treatment, the examinations, relaxation.

The 3. Suitable diet.

The 4. The utilization of climate.

The 5. The reduction of harmful consumer goods, possibly his distraction.

The woody, flowery little city the three of the city's capital attractivenesses were reversed based on their guests yes. The spa of his past, his attractive and colored cultural life and the beautiful one placed in green environment is rich in traditions onto this reports security. The only brick castle (Picture no 2) of the only Gothic fortification, Europe became famous on the settlement. Daily ten thousand the tourists desiring to rest find quiet lay-by for themselves in case of visitor traffic.

The foreign country tourists liked the services received here, the wide choice of arranged programs very much based on more year experiences. In the future – our hopes – the city will be even more requested, more guests choose Gyula for one.



Picture no 2: Brick castle

The conservation of the health the tourism may undertake a role, which is considerable for the rural cities; in his look the future promises an opportunity by decades.

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