

## **Abstract**

**Title:** Spa Jeseník as an opportunity for exercise activities for all generations

**Objectives:** The objective of the study analyzes physical activities for all age category in the Spa Jeseník, identify visitors' goals and point to the potential of Jeseník Spa and the surrounding countryside

**Methods:** There were used the methods of - evaluation of recreational tourism potential, questionnaire designed for visitors of the Jeseník Spa and SWOT analysis.

**Results:** Evaluating the tourism potential in Spa Jeseník, ranks Jeseník area among the top localizations with high tourism potential, making the area an appropriate place for recreation.

The survey showed that the spa is generally visited by older generations, and thus we can assume, that Spa Jeseník's main purpose is to treat its visitors' health issues. Younger generation, form only a small portion of visitors, which led to the creation of weekly programs, that could lead to an increase in traffic from younger generations.

**Keywords:** spa, wellness, movement, prevention, recreation, Jeseník, Priessnitz Spa