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COMPETITIVENESS OF HEALTH RESORT ENTERPRISE – LOOKING FOR METHODS OF EVALUATING CROSS-BORDER COMPETITIVENESS OF HEALTH RESORT ENTERPRISES

***Abstract:** The article deals with the problem of the extent to which it is possible to build a health resort enterprise competitiveness model useful for the needs of cross-border research. The starting point was the analysis of tourist destination competitiveness, which led to an observation that the existent models are useful on the macro level (a group of countries, a country, a smaller section of country's territory), but it cannot be used on the micro level, while a detailed research, being helpful for enterprises, does not meet the postulate of complex measurement of the determinants of their competitiveness. The research on destination competitiveness is accompanied by a discussion on the choice of a research method, while the idea of applying qualitative methods to measure enterprise competitiveness is supported. The final part of the article is the analysis of a Polish model of enterprise competitiveness (of the Toruń team) based on RBV achievements. The analysis of the model structure – the subsystems of the competitiveness potential – indicates its universality and, thus, its usefulness for adapting it for the needs of complex research both with regard to competitiveness of the Polish health resort enterprises as well as others (e.g. Slovak health resorts).*

***Keywords:** enterprise competitiveness, cross-border competitiveness, health resort enterprise, enterprise competitiveness model, tourist destination*

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Introduction

The concept of competitiveness may seem easy to understand as it is an expression of quantitative and qualitative advantages of the leading actor (enterprise, territory) over a group of its market rivals, both current and potential ones. Nevertheless, the analysis of the literature on the subject indicates the complexity of the notion of „competitiveness“, especially while attempting at defining and measuring it. The multi-dimensional and relative character of the concept is visible in the whole analysis sequence: from specifying the sources and nature of competitiveness,