



HEALTH, SPA, WELLNESS TOURISM. WHAT IS THE DIFFERENCE?

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Abstract Significant changes in technical and product technology since the eighteenth century with the Industrial Revolution in Great Britain still have an important impact on tourism. Tourists are direct beneficiaries of the technology particularly when health and spa tourism. Purpose The proposed theme represents a new marketing approach of health and wellness tourism from the point of view of tourists segments taken into account and the products that are offered. In this particular case 20 distinct market segments emerged. Based on within cluster sum of squares, the most homogeneous segments were identified. The authors were seeking within cluster sum of squares to be as close to zero as possible indicating a tight spread around the centroid. In addition, they were interested in clusters being as dissimilar to each other as possible in order to achieve heterogeneity across segments.

Key words:

Segmentation, Spa culture, Conjoint analytic model, Multivariable cluster analysis

Introduction

Worldwide, there are profoundly divergent views on achieving an optimal health threshold using the technology, 54% of the world believes that technological innovations can provide healing, and 46% believe that they will contribute to human kind illness. (Mc Cann, 2014). It is increasingly necessary introspection and analysis of what every man needs to be fulfilled and happy in all aspects of his life. The question is: *we need to abuse the technology to achieve this satisfaction?* What many institutions, including medical ones, do not say, it is that man is not dependent on technology, but the illusion that it would be is profitable for those who sell it. Consumer protection is the foundation of tourism in creating the possibility of choosing what is right for him, and tour operators have the opportunity to educate consumer tastes and offer them what they think they need and what they need, this implying human and moral awareness of the operators.

Well-being is linked to the natural "Nature is something that must get close with as you can be impressed by it" (Scott Baldwin quoted in Mc Cann, 2014). He also claims that the pictures with images from nature provide profound experiences that tourists need. On the other hand, digital media simplifies tourist processes; promotion, selection and accommodation being made online.

Tourism can be understood as a dimension of human behavior, because *"man is the main topic of tourism and this cannot be explained unless we*

understand human beings" (Stănciuлесcu și Marin-Pantelescu, 2009).

Tourism has developed harmoniously in time, knowing more branches: cultural tourism, ecotourism, business tourism, medical tourism, educational tourism, etc.

Increasing in competition between different forms of tourism supported the development of marketing, becoming increasingly important in observation and analysis of tourists' behavior.

Reviewing the scientific literature

The word "wellness" is relatively young. In 1961, an American doctor, Dr. Halbert Dunn, developed this term as a combination of the words "wellbeing" (welfare) and "fitness" (fitness). Later, the word was adapted in connection with some related health publications. The concept of wellness and wellness tourism is an older tradition. In many ways, this is one of the oldest forms of tourism, if deemed welfare scrupulous attention given by the Romans and Ottomans, the search for enlightenment by Muslim pilgrims, or medical and spa tourism practiced by the European elite in the eighteenth and nineteenth centuries.

Health and wellness tourism is now an established international trend of health conscious consumers looking to increase their welfare through this kind of trips. This type of consumer seeks to look and feel better, lose weight, to slow the effects of aging, to improve pain or discomfort, to manage stress, or to take part in the use of natural supplements such as

vitamins and minerals to improve health. The resorts and hotels join the frantic development of Health Spas, although only some resorts are heading towards complete range of services currently offered by Spas destination. Also, a growing number of day Spas add optional health and wellness programs.

One may believe that health and technology are in a tense relationship; considering the Oriental cultural beliefs, the technique takes us away from the source of true knowledge and holistic healing, which supports the idea that man is solely responsible for the achievement of a state of well-being by controlling the stress, real

connection with others and authentic experiences. In contrast, in West, even if this mentality is known and people try to apply it is often, it is done mechanically and without understanding its meaning in depth.

Wellness is everyone's first choice to assume responsibility for the quality of his life. It begins with the conscious decision to follow a healthy lifestyle. Wellness is a mindset, a predisposition to adopt a series of key principles in various fields of life, leading to a high level of well-being and life satisfaction.

A distinction is made between aspects of health and wellness.

Table 1. Concepts differentiation

Health / Spa Tourism	Spa Tourism	Wellness Tourism
Provision of health facilities, using the country's natural resources, especially mineral water and climate. Health tourism refers to those clients with medical conditions who travel to experience healing therapies.	Spa tourism is widely recognized as a basic element of health and wellness movement, covering a wide spectrum of holistic curative and preventive activities.	Wellness can be defined as a state of balance - body, spirit and mind - including holistic aspects as self-responsibility, care for physical condition and beauty, healthy eating, relaxation, mental activity and sensitivity to the environment, as fundamentals. Wellness is also seen as a way of life that aims to create a healthy body, spirit and mind by positive interventions based on the knowledge acquired. A person looking for a wellness trip is generally healthy, interested in therapies to maintain wealth.

Source: Table of authors

The new millennium has produced concern about the future of the Spa in its classical form as a component of a comprehensive health system; on the other hand, there is talk of a renaissance, the Spa industry is a fixed component of the hotel business. Hotels with spa facilities, which until now had in common operational and business conditions very similar packages are concerned about long-term profitable stays, the loss of interest in the field of health care, the loss of the possibility to generalize the results of spa treatment and a loss of motivation by qualified healthcare providers. This trend worries all traditional Spa industry leaders.

Health resorts became popular in 1970 and 1980. They were often called "health farms" because they were located in rural areas (where customers could not be tempted by forbidden foods stores). Usually, they provided a strict fitness schedule and a strict diet (usually vegetarian and no alcohol) so that customers feel more in shape, cleaner and thinner after about a week of treatment. Nowadays, they are more often called "health resorts", because they focus on a healthy vacation in an attractive setting. In these health resorts are offered many facilities and services - from horse riding and meditation to massage and hiking.

Wellness tourism is much broader; it addresses the complexity of human and penetrates beyond the material barriers, which is essential in restoring the human being (balance on physical, emotional, mental and spiritual plans,) by inducing a state of well-being.

Wellness tourism is not isolated from the other branches of tourism, there are many common elements in the way of spending time by specific activities; so, wellness adds to a certain extent other types of tourism, having a holistic approach to everything that man needs.

The economic situation of wellness tourism (Global Wellness Tourism Economy Report, 2013) knows the highest expenditure on travels in North America (\$ 158,4b), followed by Europe (\$ 158,4b) and Asia - Pacific (\$ 69,4b). Interesting to note is that, later, the number of arrivals or wellness travels will grow faster in Asia-Pacific than in Europe, so that this region is the scene for those who want to invest in the future in wellness tourism. This gap between trips costs and frequency can be explained by the existence of a price - quality ratio more balanced in the Asia - Pacific region, area that will benefit from more tourists because it operates with lower costs.

Betsy Isroelit, (2013) highlights several important conclusions of the research:

- *Wellness Tourism Economy is a global market of US \$ 438.6 billion.*
- *Wellness tourism accounts for approximately 14% (US \$ 438.6 billion) of all national and international tourism expenditure.*
- *National wellness tourism is much broader than international one, representing 84% of wellness tourism trips and 68% of expenditure.*
- *Wellness tourism is designed to grow by over 9% per year in 2017, with approximately 50% faster than overall global tourism.*
- *Wellness tourism generates 11.7 million direct jobs, providing a global economic impact of US \$ 1.3 billion (1.8% of global GDP in 2012).*
- *Wellness tourists are "high efficiency" tourists spending 130% more than the average tourist.*

Methodological reasoning and case study

A preliminary series of data collection instrument was tested in advance with higher education students and spa tourism management. The final product turned out to be rather a concise questionnaire and a suitable format, consisting of 26 points covering a range of subjects belonging to spa tourism and strategic issues related to the management of premises. Data were obtained from a random sample of tourists in the local tourism destination spa. Personal interviews were conducted on a sore. A high rate of response was possible through personal interviews that ensure anonymity to surveyed persons, demonstrating the contribution of the study to improve future visits to spa tourism, and offering an incentive bonus for participation in the study.

A total of 743 surveys were returned to a possible number of 1,100 (67.55% response rate). Descriptive statistics of a sample profile indicate that 56.28% of people visiting the spa were women, while 43.44% were men. The highest number (38.16%) of visitors was aged between 25 and 39 years. Twenty-two percent of visitors have an income of between \$ 100 and \$ 1,000 per year. 51.98% of the tourists are married, while 37.71% said they are single. People with children accounted for 57.69% of all visitors, 36.14% had two children (under 18 years) at home. 62.76% of visitors live in the country and 45.11% have traveled more than 200km to perform spa tourism.

The typical visitor is a married woman with two children with an income between \$ 300 and \$ 3,000 and travels less than 200 km to perform spa tourism. From this survey, we selected several questions which described the advantages that our spa tourism could derive from the spa tourism. These selections have become finally the variables that were used in the cluster analysis.

To complement this research we chose to present another case study in Western Europe using cluster analysis to determine the segments of wellness tourists in Switzerland conducted by H. Mueller H., and Kaufmann E., L., (2001). Using the survey were analyzed 300 wellness and spa hotels. Of those surveyed, two-thirds were women, with average age of 53 years, most have spent 8 days at the hotel. The motivations of tourists who came were recreation, convalescence and healing or desire to act for their own health. Wellness tourism consumer segments were discovered:

- *Visitors seeking to care for their health;*
- *independent users of the infrastructure;*
- *intensive care, visitors for treatment;*
- *Visitors come for recreation, without seeking something special.*

Visitors who seek to care for their health - represents the largest group - 40% of the total number of people, 45% of them are women, with age starting from 48 years. In general there are people who spend most holidays with their spouse, have a high degree of information and grant great importance to career and professional development.

Independent users of the infrastructure - less informed than the first, they are not attached to lack of luxurious wellness facilities but appreciate when they are offered. The segment consists mainly of men (45%) with a mean age of 49 years, very high educational level, choosing to stay in hotel 6.5 days.

Intensive Care, visitors for treatment are people who primarily want to enjoy the healing therapies. They focus on the skills of the state medical personnel and health facilities. 60% are women, over 50% without a partner, mean age of 53 years, staying approximately 10 days.

Visitors come for recreation, without seeking something special - give the slightest importance to wellness facilities, are the smallest group, their purpose is to relax and recreate, do not need a health monitoring program, do not have health problems. The average age is 58, is composed of 50% women accommodated for 9 days.

Wellness visitor's profile representative for this case study and further to Western Europe is a woman aged 52 years, traveling without a partner, having a high level of information and education and staying eight days at the hotel.

Based on collected data, we conclude that the US Midwestern tourists choose trips with family or partner, and women are most interested in wellness tourism benefits both in Western Europe and the US Midwest. One explanation may be the incentive for women to take care of their own health and beauty, in Western

Europe are women who devote much time to career and less to relaxation, so they prefer to choose tour packages which can compensate for this lack during the periods when they are working.

Conclusions

Shortly, I presented a statistical model using a multidimensional analysis of the cluster as a possible alternative to the common model of market segmentation fault exposed on benefits. This model, if it proves effective, could apply to other businesses and industries. In the case study that was conducted, there were obtained several distinct clusters. These clusters have indicated characteristics desired in the market segments: the homogeneous character of the segment and heterogeneity within the segments.

However, given the futility of this type of statistical theory, there is needed much work to get to the point where the multidimensional analysis of the cluster is a reliable and accepted method to produce market benefits based on segments.

Given the marketing activity there must be understood and applied the fairness in business, pointing technical innovations for the benefit of tourists, while keeping the desire of naturalness and spirituality that we all have.

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