Challenges and Opportunities for Spas - What to Consider & What to Avoid!

László Puczkó
PhD CMC
Fun?

Relaxation?
Spiritual Development?

Stress Management?
Beauty?

Healing?
Everyday Wellbeing?

Living in?
Wellness Tourism

Medical Tourism

- Holistic
  - Spiritual
- Leisure and Recreation
  - Beauty Treatments
- Medical Wellness
  - Therapeutic Recreation
- Medical (therapeutic)
  - Rehabilitation (illness related)
- Medical (surgical)
  - Cosmetic Surgery
- Yoga and Meditation
- Sport & Fitness
- Rehabilitation (lifestyle related)
- Healing & Recuperation
- Dentistry
- New Age
- Pampering
- Occupational Wellness
- Operations
- Thalassotherapy
- Nutritional & Detox Programmes

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Wellness Tourism Worldwide
Improving Well-being & Economic Growth through Travel
### Types of Health Tourism Facilities

<table>
<thead>
<tr>
<th>Wellness Tourism</th>
<th>Medical Tourism</th>
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<tbody>
<tr>
<td>Retreat</td>
<td>Spas</td>
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<td>Ashram</td>
<td>Hospitals &amp; Clinics</td>
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<td>Festivals</td>
<td>Hotels &amp; Resorts</td>
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<td>Leisure centres</td>
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<td>Cruises</td>
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Source: GSS 2011
THE BALKANS
Western Europe

- Preventative
- Emphasis on mental as well as physical health
- Lifestyle-based approach to health and wellness
- Complementary and alternative (drug-free) treatments growing in popularity
- Spas tend to offer relaxation and beauty treatments

CEE

- Curative
- Emphasis on treatments and therapies for the physical body
- Limited knowledge of lifestyle-based wellness
- Mainly conventional medicines administered by doctors or through pharmacies
- Spas usually offer medical treatments supervised by practitioners
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<tr>
<th>Western Europe</th>
<th>Northern Europe</th>
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<th>Southern Europe</th>
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<tbody>
<tr>
<td>Leisure, recreation, lifestyle, holistic</td>
<td>Physical recreation, landscape-based wellness</td>
<td>Medical and thermal tourism</td>
<td>Relaxation, seawater-based wellness</td>
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<td>Thermal spas</td>
<td>Outdoor recreation</td>
<td>Medical spas</td>
<td>Thalassotherapy</td>
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<td>Wellness hotels</td>
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<td>Holistic centres</td>
<td>Hot and cold water therapies</td>
<td>Clinics</td>
<td>Holistic retreats</td>
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NO2C

(No Clichés & No Copying)
Wellness Tourism

- Wellness Cruises
- Medical Spas
- Cosmetic Surgery Clinics
- Hospitals/clinics
- Dental Offices

Medical Tourism

- Hotel Spas
- Resort Spas
- Baths
- Ayurvedic clinics
- Evidence based medicine clinics/hospitals

Authentic/indigenous experiences

- Lifestyle Retreats
- Ashrams
2020 - Europe

Leisure & recreational spas
Medical (therapeutic) hotel/spa/clinic
Medical (surgical) clinic/hospital
Wellness hotel/spa resort
Wellness/lifestyle based services
Holistic services
Spiritual Services

NE  WE  CEE  SE
- Wellpitals (H2H Conversions)
  - SpaLiving Environments
- Eco-Fit Resort
  - Dreamscapes
- MySpa
  - Hol-Life Retreat
  - Well-Working
- Budget-Spa
### The Future Localisation of Major Global Concepts

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<thead>
<tr>
<th>Wellpital / Medhotel</th>
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Alternatives to Clichés

- Charpathian Wellbeing
- Balkan Spa Experience
- Longevity Centres
- Wellness Cruises
- Thalasso-therapy
- Eco & Adventure Spas
- Natural Healing Spas
- Holistic Retreats

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