TURUN AMMATTIKORKEAKOULU
ÅBO YRKESHÖGSKOLA

Bachelor Thesis

Cultural differences in spa tourism and the expectations of Finnish spa goers

Maarja Saar

Degree Programme in Hospitality Management

2010

TURUN AMMATTIKORKEAKOULU	TIIVISTELMÄ
Koulutusohjelma: Palvelujen tuottamisen ja johtamisen ko.	
Tekijä: Maarja Saar	
Työn nimi: Cultural differences in spa tourism and the expectations of Finnish spa goers	
Suuntautumisvaihtoehto: Matkailu-, majoitus- ja kokouspalvelut	Ohjaaja: Telle Tuominen
Opinnäytetyön valmistumisajankohta 15.3.2010	Sivumäärä 85 + 19

Tämän opinnäytetyön tarkoituksena oli selvittää suomalaisten kylpyläkävijöiden käyttäytymistä ja toiveita asiakaskyselyn avulla ja verrata kylpyläkulttuuria eri maiden välillä. Kylpylämatkailu on osa laaja-alaista ja alati kasvavaa ja kehittyvää terveysmatkailua. Jotta kylpylämatkailua voitaisiin tarkastella, on tässä opinnäytetyössä tarkasteltu aluksi käsitettä terveysmatkailu, sen alakäsitteitä, historiaa ja alan eroja eri kulttuureissa. Osa asiakaskyselyä oli myös selvittää toiveet tulevaisuuden kylpyläkokemuksesta ja kylpylämatkailun tulevaisuuden suunnat käsitellään tässä työssä myös yleisellä tasolla.

Asiakaskysely oli osa kansainvälistä ILIS-kylpyläprojektia ja se suoritettiin 15.6–4.8.2009 kylpylähotelli Holiday Club Caribiassa. Kyselyssä käytettiin enimmäkeen Likertin asteikkoa jossa kyselyn väittämät arvioitiin asteikoilla 1–5 tai 1–4 tärkeämmästä merkityksettömään. Kyselyssä oli myös monivalinta- sekä avoimia kysymyksiä. Kyselyssä selvisi että tärkeimmät valintakriteerit kylpylöiden osalta ovat ystävällinen palvelu ja yleisten kylpylätilojen viihtyvyys. Suomalaisten tärkeimmät syyt mennä kylpylään tämän tutkimuksen mukaan ovat viettää aikaa perheen ja ystävien kesken sekä virkistyä henkisesti. Muut yleisimmät syyt kuten stressin lievittäminen ja hemmottelu olivat yleisimmät syyt kylpylävierailuihin myös erään kansainvälisen tutkimuksen mukaan. Kylpylähotelli Holiday Club Caribian vahvuuksia ovat vastaajien mukaan allastilat, hyvä saavutettavuus autolla sekä ystävällinen ja kohtelias henkilökunta. Huoneen, hinta-tason sekä viihde- ja kulttuuripalveluiden osalta toivottiin kehittämistä.

Suomalainen kylpylätarjonta ei kaikilta osin vastaa kansainvälistä tarjontaa. Kylpylämatkailussa on yhä paljon kulttuurieroja vaikka ala on yhä kansainvälisempää ja osittain yhtenäisempääkin. Suomessa kylpylämatkailun tarkoitus on edelleen huvi, vaikka muualla maailmassa kylpylöissä käydään enemmänkin terveydellisistä syistä ja paino on siirtynyt enenevissä määrin myös henkisiin syihin, mikä tämän tutkimuksen mukaan tosin näkyisi myös Suomessa. Vaikka Suomelle tyypilliset niin sanotusti viihteelliset kylpylät ovat tärkeitä suomalaisille ja houkuttelevia ulkomaalaisten silmin erikoisuutensa vuoksi, ovat suomalaiset kasvavassa määrin kiinnostuneita hyvinvointiin ja terveyteen painottavista kylpylöistä. Oleellisina osina tällaisissa kylpylöissä pidetään rauhallisuutta, vehreyttä, tilavia ja ylellisiä tiloja, monipuolisia ja terveellisiä ruokapalveluita sekä hoitoja ja aktiviteettejä.

Hakusanat: hyvinvointimatkailu, terveysmatkailu, kylpylät, kylpyläpalvelut, asiakastyytyväisyys

Säilytyspaikka: Turun ammattikorkeakoulun kirjasto

TURKU UNIVERSITY OF APPLIED SCIENCES ABSTRACT

Degree Programme: Hospitality Management	
Author: Maarja Saar	
Title: Cultural differences of spa tourism and the expectations of Finnish spa goers	
Specialization line: Tourism, Hotel and Conference Services	Instructor: Telle Tuominen
Date 15.3.2010	Total number of pages 85 + 19

Spa Tourism is one of the many branches of the fast growing and continuously developing Health and Wellness Tourism. The aim of the present bachelor's thesis was to explore the consumption habits and the customers' wishes regarding the Finnish Spa Tourism through a customer survey and to discuss the differences in spa tourism in different regions. The wishes for a future spa experience formed a part of the customer survey and future insights of the industry in general are discussed in the work as well.

In order to understand the needs and the differences in spa tourism in different countries the definition of health tourism is discussed first as well as all of its subsectors and the history of the industry.

The customer survey was part of an international spa project called ILIS which was conducted in all five partner countries. In Finland, the survey was conducted 15 June–4 August 2009 at the spa hotel Holiday Club Caribia. The survey consisted of multiple choice questions, open questions and hybrid questions in the survey. However, most of the questions were based on Likert's scale on a scale from 1 (very important) to 4 or 5 (no significance). The results of the survey indicate that the reasons why Finns choose a spa are: hospitable service as well as pleasantness of the public spa areas. The Finnish respondents' top reasons for visiting spas according to this survey are: spending time with the family and friends and to get mentally refreshed. Other main reasons indicated by the survey such as feeling stressed and looking for relaxation were one of the main reasons in another international survey as well. According to the respondents, the strengths of the spa hotel Holiday Club Caribia are: pool facilities, accessibility by car, hospitable service and courtesy of the staff. The majority of the development suggestions were related to the rooms, price level and entertainment and cultural services.

The Finnish spa offering differs from the international offering in some aspects. There are still many cultural differences although the industry is getting ever more global and partly homogeneous. The purpose of the Finnish spa tourism is still leisure when elsewhere it is mainly health reasons and increasingly mental reasons. Those reasons however, according to this survey, exist in Finland, too. Eventhough the typical Finnish commercial spas will continue to be important especially for the Finnish families and, being different from the spas in their home countries, they are appealing to many foreign customers, there seems to be a greater need for spas contributing to well-being and healthiness in Finland with peacefulness, greenness, spacious and luxurious facilities, diverse and healthy food services, treatments and activities.

Keywords: health tourism, wellness tourism, spas, spa services, customer satisfaction

Deposit at: the Library of Turku University of Applied Sciences

TABLE OF CONTENTS

ATTACHMENTS

PICTURES

FIGURES

1 INTRODUCTION

1.1 The objectives of the work

Spa Tourism is one of the many diverse branches of the fast growing and continuously developing Health and Wellness Tourism. The aim of the present bachelor's thesis was to explore the consumption habits, expectations and the customers' wishes regarding the Finnish Spa Tourism through a customer survey and to discuss the differences of spa tourism in different countries. I will first introduce the history of health tourism to have a better understanding of the industry and furthermore to understand the differences of health tourism in different countries and cultures. Furthermore it is necessary to know some of the essential concepts of the field in general apart from knowing spa tourism and its state in Finland and elsewhere which I will also discuss in my bachelor thesis. Wellness as a concept is dynamic and continuous and it's becoming a lifestyle encompassing all the areas in one's everyday life. This has its effects on tourism as well. The future insights formed a part of the customer survey as well: the other aim of the present bachelor thesis was to bring out the future findings of the customer survey as well as the different future insights and trends of health tourism.

1.2 Project ILIS

This bachelor thesis is part of an international spa project called ILIS (Innovation and learning in Spa Management). The project is funded by the support from the European Commission. The project started in the year 2008 and will be completed in the year 2010. There are five countries participating in the project with their academic and industrial associates. Besides Finland the other participant countries are Poland, Austria, United Kingdom and Spain. In Finland the academic party is Turku University of Applied Sciences and the industrial associate is the spa hotel Holiday Club Caribia in Turku.

The objectives of ILIS are: to learn the characteristics and the demand of the spa products and services of the project countries in question as an integral part of health tourism offered within the EU, to determine the demand for skilled operatives as well as for management in the spa tourism industry and to create common vocational training and virtual education modules (including language and cultural skills) in cooperation with participating higher education, industry enterprise partners and appropriate associates. The outcomes of ILIS will be virtual learning environment training modules in spa management, market research reports and various academic papers and articles that will be of interest to the health tourism academic and business communities. ILIS has the aim to provide the European spa business sector training opportunities to encourage and stimulate the conditions for continuing competition in the growing area of health tourism in the tourism market. (ILIS 2008 [accessed 6.7.2009].)

As part of the ILIS project my thesis consists of the findings of the customer survey and the analysis of the findings of the customer survey that every participating country carried out with their industrial associate partner. The survey was created in cooperation among the members of the whole project group from all the participating countries. The purpose of the survey was to find out the spa consumption and customer expectations in the five countries of the ILIS project. As a result based on the findings of the surveys the spa services can be developed further on. The customer survey of the Finnish industrial associate was carried out in the spa hotel Holiday Club Caribia 15 June–4 August 2009.

2 INTRODUCTION TO HEALTH AND WELLNESS TOURISM

Health and wellness tourism is seen as one of the important developing sectors of tourism in the near future (MEK (Matkailun Edistämiskeskus, The Finnish Tourist Board) 2005, 3 [accessed 6.7.2009].) The health tourism sector is diverse and consists of a number of sub-sectors. Health and wellness tourism as concepts are nothing new although these concepts have emerged strongly just in the beginning of the 21^{st} century (MEK 2005, 4 [accessed 6.7.2009].) Spa therapies have been around since ancient times in many different forms that reflect the cultural, social and political milieu (Cohen & Bodeker 2008, 4). The people of ancient Greece and also the Romans often visited spas that besides getting clean functioned as places for social encounters. Also in other places in Europe there have been similar places. The Mayas had sauna-alike hot rooms and the Asian people have been enjoying the hot baths. (MEK 2005, 4 [accessed 6.7.2009].) These practices are now being rediscovered, integrated and branded to create a new global industry. Spa industry has become a global phenomenon through a convergence of industries, traditions and therapeutic practices. (Cohen & Bodeker 2008, 4.)

The global spa industry is still in its infancy even though it's the fastest growing leisure industry. Besides Hospitality Industry the spa industry is also integrated with other branches and fields, such as architecture, property development, landscape design, fashion, food and beverage, fitness and leisure, personal development and conventional as well as traditional medicine. (Cohen & Bodeker 2008, 4.)

2.1 Historical overview

Spas and bathing have been part of every culture (Cohen & Bodeker 2008, 27). Throughout history the most important reasons for visiting spas have always been apart from getting different kinds of treatments but also entertainment and enjoying the stay. Another one of the oldest motives in the world to travel has been finding one's balance and strengthening the harmony in all levels such as pilgrimages in the nature. Pilgrimages are also part of many religions. In America, besides the sauna alike hot rooms of the Mayas in the south, the Native Americans in the north reserved some places and facilities by near proximity of hot and mineral springs in order to dedicate them for hives of peace, health and well-being. The healing power of water has always been part of the Asian philosophy and from there it then has also been put into practice as hot baths. (Suontausta & Tyni 2005, 8.)

As stated before, the supply of modern wellness tourism has traditions of thousands of years (Hentinen 2002, 10; Cohen & Bodeker 2008, 4). The Indian Ayurvedic practices go back as far as 5000 BC and Egyptian women in 3000 BC used similar cosmetics that are still used today. The Japanese had their own spas known as “onsens” which are based on natural thermal (hot) springs and the first onsen opened in 737 AD. Centuries later the first “ryoken” (inns) were built next to the onsens offering fine food, accommodation, Zen gardens, outdoor baths and indoor soaking tubs. Greek warriors bathed in cold water from 700 BC, Persians (600–300 BC) already used steam. Greeks and Romans focused both on cleanliness and fitness and understood the health benefits of various types of water treatments. On the other hand the ancient civilizations of Asia and the Middle East and indigenous peoples all over the world have been aware of the benefits of massage, yoga, meditation, herbal medicines and other e.g. spiritual practices for many centuries earlier than in Europe. (Smith & Puczkó 2009, 21–23.)

Along with the Romans the spa culture spread to Middle Europe (Suontausta & Tyni 2005, 8). The principal legacies of baths of the Roman Empire are Bath in Britain 76 AD, Spa in Belgium before 100 AD and Baden Baden in Germany in 211 AD. The Ottoman Empire built Turkish baths in 800 AD. Saunas began appearing along the Baltic in Finland as early as 1000 AD. The first showers in the baths found place in the 14th century in Italy. Also the discovery of warm springs took place in the same century where now is located Budapest (Hungary), Carlsbad and Karlovy Vary (Czech Republic). Due to health matters there were concerns about public bathing in some parts of Europe, e.g. in Britain and mixed bathing was also considered immoral by the Bishop of Bath and Wells. (Smith & Puczkó 2009, 22.)

Health tourism however, did not become popular until the 16th and 17th century. The chemical and mineral properties of spa water were discovered and the water was considered to be healing and the effects were gradually listed and understood. Many European royalties supported visiting spas. Little by little also the accommodation services were improved. The late 18th century saw the recognition of the benefits of seawater and the beginning of thalassotherapy. Modern massage techniques began to be developed in the early 19th century especially in Sweden. In the US spas were built around hot springs resultant of the appreciation of the spiritual value of the indigenous landscapes. Later on hydrotherapy and Kneipp therapy were developed and the promotion of air and sun cures included resorts apart from many places in Europe but also in the Caribbean and North Africa and that’s also how the beach holidays got started. Beach and spa holidays became more popular also because there was a need for holiday destinations for the patients suffering from tuberculosis. There was an increased enthusiasm for health and exercise amongst the upper class and active tourism became popular and also the social side of tourism got emphasized. Before the world wars the holiday resorts and sanatoriums were created in the French Riviera and in Switzerland. The benefits of the spas for the war wounded were recognized all over Europe in the early 20th century. (MEK 2005, 4 [accessed 6.7.2009]; Suontausta & Tyni 2005, 9; Smith & Puczkó 2009, 23.)

In the early 19th century in New York there was already something functioning which could be considered as the first day spa although day spas did not become common until the end of the 1980’s. After the Second World War the generation was concerned about nutrition and weight control. The first new-style destination spa emphasizing fitness of body and mind was founded in 1940 in the border of Mexico. (Cohen & Bodeker 2008, 28, 30, 72.)

Hotel spas and travel agencies specialised on spa vacations emerged in the 80’s and spa industry became global. Resorts and hotels began adding “Spa” to their names offering luxuries such as beauty treatments and dining. Governments eventually did not fund spa visits anymore as they used to have. In 1990’s several terms were added to the spa vocabulary and the first spa industry research took place as well. The emergence of spa trade magazines and consumer spa publications helped promote the industry and encourage spa-going. Spas also began to embrace healthy dishes and philosophical and spiritual aspects of wellness. Due to the growth of spa industry and in order to improve spa knowledge International Spa Association (ISPA) was established in 1991. ISPA by now has offered information about spa industry and established standards of practice including categories for safety, guest relations and service. The European Spa Association (ESPA) was established in 1995 by several existing organizations. ESPA for example points to the spas' influence on the cultural background of the region and their importance as economic and social factors. (Cohen & Bodeker 2008, 33, 36, 69, 72–74.)

In every region the spa has its own culture and values but the essence of the spa has remained the same throughout the history as a tranquil place of health away from regular everyday life. (Cohen & Bodeker 2008, 27.)

2.1.1 The history of health and wellness tourism in Finland

The Middle European spas have long traditions but the Finnish spa traditions are not so young either as often thought (MEK 2005, 4 [accessed 6.7.2009]). The spa function in Finland was developing gradually near the healing Holy Henry's spring of Kupittaa in Turku and the mineral spring of Naantali during the Swedish Era in the end of the 17th century. There are signs of modern spa function since the year 1725. The first bathing establishment was founded in Turku. Health springs were found also elsewhere in Finland. The Naantali Spa was built in 1870. The leading spa town in Finland in the 19th century was Helsinki. Especially the spa opened in Hanko in 1870 was aimed to cure the illnesses of all citizens, also of the impecunious people. The springs were used for many types of uses and health problems. In Naantali Spa there were mud and clay baths offered. There were special treatments in other spas, too. Among other treatments there were e.g. electricity and formic acid baths and electric massages available. There were also medical services available in the spas and the social life got developed there, too. Often there were other (programmed) activities near the spa such as casino, evening gatherings and excursions. As the spa culture developed it became popular especially among the Russian nobility who could easily travel to Finland due Finland was part of

Russia in that era. (MEK 2005, 4 [accessed 6.7.2009]; Suontausta & Tyni 2005, 12–13.)

The new modern spa function started in the end of the 80's. Then there were entertainment spas built in Finland and their marketing was directed for leisure time of families and functions maintaining the working ability. The Finnish war veterans are still being rehabilitated in Finnish spas. The spa supply in Finland can be divided into amusement and entertainment spas and rehabilitation and nurture spas. (Suontausta & Tyni 2005, 13.)

Sauna has always been an important part of life for Finns throughout history and that's why sauna is considered part of everyday life rather than a luxury or wellness programme (Smith & Puczkó 2009, 112). In order to understand the importance of sauna in Finland the background of sauna will be discussed next.

2.1.2 The Finnish Sauna

There are estimated to be about 1.6 million saunas in Finland. There are saunas in individual houses, towns, summer cottages by the lake. Nowadays even apartments are equipped with a small sauna. Hotels, gyms and swimming pools have saunas as well. Finns go to the sauna about once a week and during the summer time in the summer cottages Finns may go to the sauna every day. There is a sauna even in the Parliament building in Helsinki and Finns have taken their saunas along everywhere in the world. (Suomen Sauna Seura ry b [accessed 1.2.2010].)

Throughout time people have taken sweat baths in different forms e.g. because of religious ceremonies, healing illnesses, cleaning purposes, relaxation or socializing. Besides the Finnish *sauna* there are sweat baths as e.g. the Roman *balneae* and *thermae*, the Turkish *hammam*, the North American natives' sweat lodge, the *temascal* in Mexico and Guatemala, the Japanese hot water baths *sentoo* and *o-furo* and the Russian *bania*. It is believed that Finnish people have had the *sauna* for about 2,000 years, although the oldest known documents only date 1,000 years ago. Sweat baths seem only to have emerged among people or tribes who cultivated land. People who lived from hunting or fishing had no sweat baths. The hard work in agriculture, sources of water and wood as well as wooded areas and cold climate all necessitated the need and provided the means. Sweat baths cause perspiration due high temperature. Through perspiration the skin cleanses itself of impurities, and the heat that causes the body to sweat relaxes the muscles relieving muscular aches and pains. (Suomen Sauna Seura ry a [accessed 1.2.2010].)

In Europe public baths have been common since the Roman times, but during the 15th and 16th centuries bath houses were ordered to close due to widespread promiscuity and epidemics of syphilis. Only in remote areas such as northern Russia, Estonia and Finland did the bathing habit continue undisturbed to this day. (Suomen Sauna Seura ry a [accessed 1.2.2010].)

There are three types of saunas; wood heated, electric and the traditional smoke saunas of which smoke sauna is nowadays rare. Smoke sauna is a centuries old type of sauna. When the rocks in the stove are heated, the smoke from the burning wood circles in the room before escaping through a vent in the ceiling or through the door left ajar during the heating of the sauna. The smoke blackens the room with soot and leaves a pleasant aroma in the sauna. The soot is not dirt but a form of charcoal and has the effect of resisting bacteria. Also public saunas have nearly disappeared in the city and the sauna has lost its sanctity. Major life events such as birth and death took traditionally place in sauna. Finns have forgotten the tradition of sauna spirits and sauna has rather become a place to sweat, relax and get washed. (Smith & Puczkó 2009, 112, 262; Suomen Sauna Seura ry b [accessed 1.2.2010].)

2.2 Definitions

Defining health and wellness tourism and all its sub-sectors is difficult as there is still no homogenous use in those concepts because of the complexity and diversity of this particular tourism branch that is integrated also with many other fields. Definitions and their meanings also vary in different countries, cultures, languages and definitions have new or upgraded meanings by time and they’ll continue to modify. Common for all these sub-sectors is that wellness is considered as a balance between body, mind and spirit (Suontausta & Tyni 2005, 68; Smith & Puczkó 2009, 104, 84). Also the definition of health by WHO (World Health Organization [accessed 7.7.2009]) includes all these aspects: "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

In academic tourism research health tourism is considered mainly as the top term under which all the journeys for taking care of and maintaining one's health and wellbeing are included (MEK 2005, 7 [accessed 6.7.2009]). Before discussing the sub-sectors of health tourism some essential definitions will be discussed next.

The word "well-being" is used generally in different countries to describe widely the product range of the subject matter. Well-being tourism is different from health-care tourism and includes versatilely the aspects of soul, mind and body. (MEK 2005, 9 [accessed 6.7.2009].) According to NEF (The New Economics Foundation 2004, according to Smith & Puczkó 2009, 41) well-being is "more than just a happiness. As well as feeling satisfied and happy, well-being means developing as a person, being fulfilled and making contribution to the community". The anticipation and the memories of a trip can correspond to the definition of well-being especially if travel is a constant or regular feature of one's everyday life (Smith & Puczkó 2009, 40).

The wellness trend has invoked growing interest to individual well-being as tourist motivation and consequently to development of wellness tourist products (Suontausta 2005, 41). Wellness has become a trend word also in other branches outside tourism field. The word "wellness" was first mentioned in literature in the 18th century. (MEK 2005, 9 [accessed 6.7.2009].) However the modern concept of wellness was developed by a North American doctor Halbert Dunn in 1959. This can be considered the stimulus for change of the health concept. Wellness is a combination of the words **well**-being and fit**ness**. (Suontausta & Tyni 2005, 8.) According to Dunn's definition, wellness was a special state of health and overall sense of well-being consisted of body, spirit and mind and the Man being dependent on his environment. (Smith & Puczkó 2009, 54.)

Motivated by Dunns's book John Travis opened the first wellness centre in California. Later for example Ardell and Travis emphasized wellness as an attitude and continuous process and Travis also stated that there are degrees of wellness as there are degrees of illness. (Müller & Lanz-Kaufmann 2001, 2 [accessed 9.7.2009].) Californian Ardell (1986, according to MEK 2005, 9 [accessed 6.7.2009]) defined five dimensions of wellness: knowledge of nutrition, stress control, awareness of environment, physical state and self responsibility of life. Later the wellness-concept was divided into six different aspects by William Hettler from the National Wellness Institute and the University of Wisconsin at Stevens Point: professionalism, physical state and nutrition, emotional, social, family centered communality and environment, intelligence and spirituality, values and ethics. (MEK 2005, 9 [accessed 6.7.2009].) Further on Müller and Kaufmann (2000, according to Smith & Puczkó 2009, 54; Müller & Lanz-Kaufmann 2001, 2 [accessed 9.7.2009]) created an expanded wellness model (Figure 1) and suggested that wellness is a state of health which is based on one's self responsibility, featuring the harmony of the body, mind and spirit: physical fitness, beauty care, healthy nutrition, relaxation, meditation, mental activity and education. Taking care of oneself improves well-being and health. Environmental sensitivity and social contacts are outside factors affecting the individual's well-being. Achieving the balance of these fundamental elements is the aim of wellness-thinking. (Müller & Lanz-Kaufmann 2001, 2 [accessed 9.7.2009].)

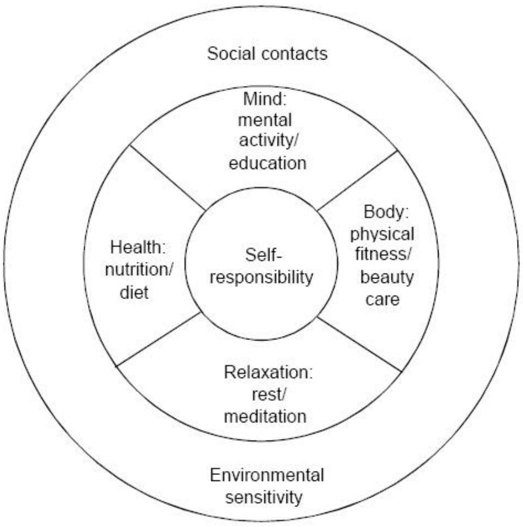

Figure 1. Expanded Wellness Model 1. Expanded Wellness Model (Müller & Lanz-Kaufmann 2001, 3 [accessed on 9.7.2009]).

Also the model of Nahrstedt called "Elements for High-level Wellness" (Figure 2) starts with one's self-responsibility for his own well-being. The next level is specified a little bit more than in the model of Müller & Lanz-Kaufmann (2001). The second level is divided into six different aspects including meditation and soul, relaxation and stress management, mental activity and education, beauty and body care, balanced nutrition and diet and physical fitness. In the next level there are social relations and environmental sensitivity. This model connects wellness-thinking to individual's environment and society and on the other hand to individual's mind and body. (Suontausta & Tyni 2005, 45.)

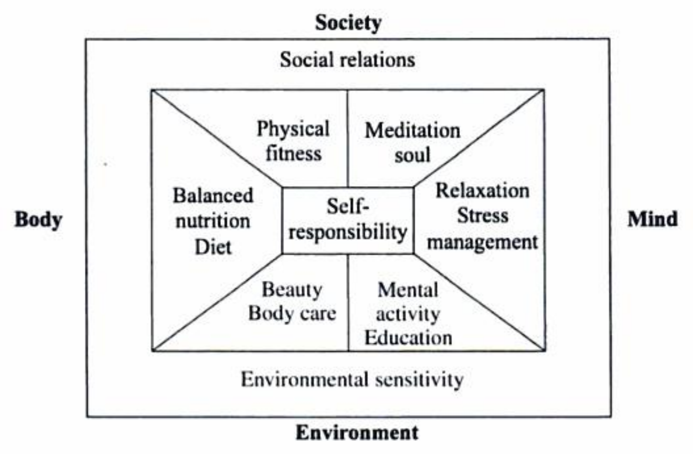

Figure 2. Elements for High-level Wellness (Nahrstedt 2004, according to Suontausta & Tyni 2005, 44).

According to some approaches there are seven dimensions of wellness: social, physical, emotional, intellectual, environmental, spiritual and occupational (Smith & Kelly 2006, 2 [accessed 11.7.2009]).

As stated before, wellness can be described a state where the body, mind and soul are in harmony, balanced. Wellness is a lifestyle where the aim is to reach that balance of those three aspects. It is everybody's own responsibility to take care of their own well-being and the different aspects of wellness. Wellness is partly a result of nowadays hectic era often full of stress. That is also why the mind and soul aspect has become even more important in wellness.

According to the division of health tourism (Figure 3) by Müller & Lanz-Kaufmann (2001, 4 [accessed on 9.7.2009]) the classification is based on the different motivations of the traveller: whether the traveller is healthy and just using the well-being tourism services for illness prevention or maintaining the health with wellness services or the traveller is considered ill and he's using the medical services of health tourism.

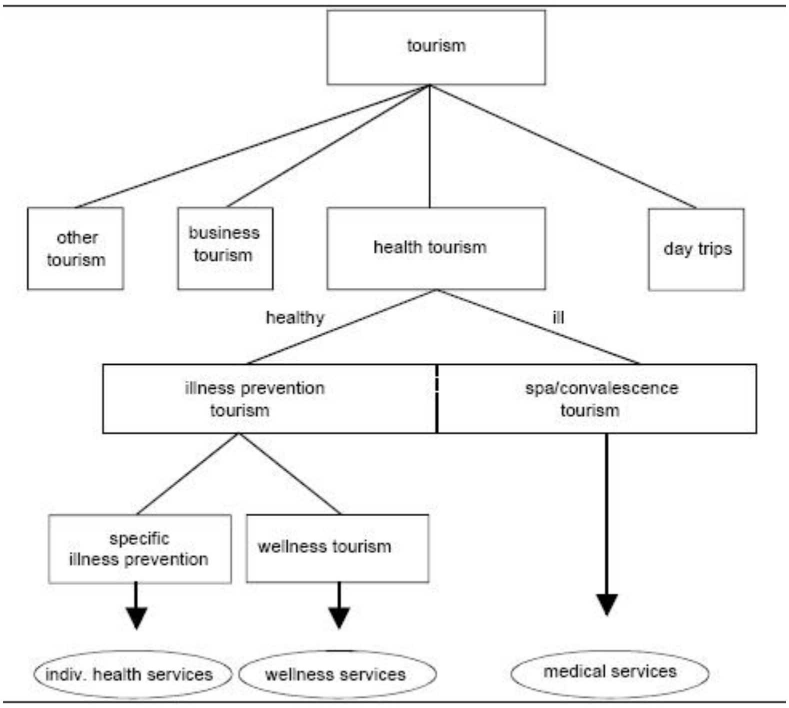

Figure 3. Demarcation of wellness tourism in terms of demand. (Müller & Lanz-Kaufmann 2001, 4 [accessed 9.7.2009]).

The Classification of Health Tourism by Suontausta brings out the many aspects of health tourism. The figure (Figure 4) has been modified based on the figures of Müller & Lanz-Kaufmann (2001), Nahrstedt (2004) and the figure by Finnish Tourist Board (Matkailun Edistämiskeskus, MEK 2008).

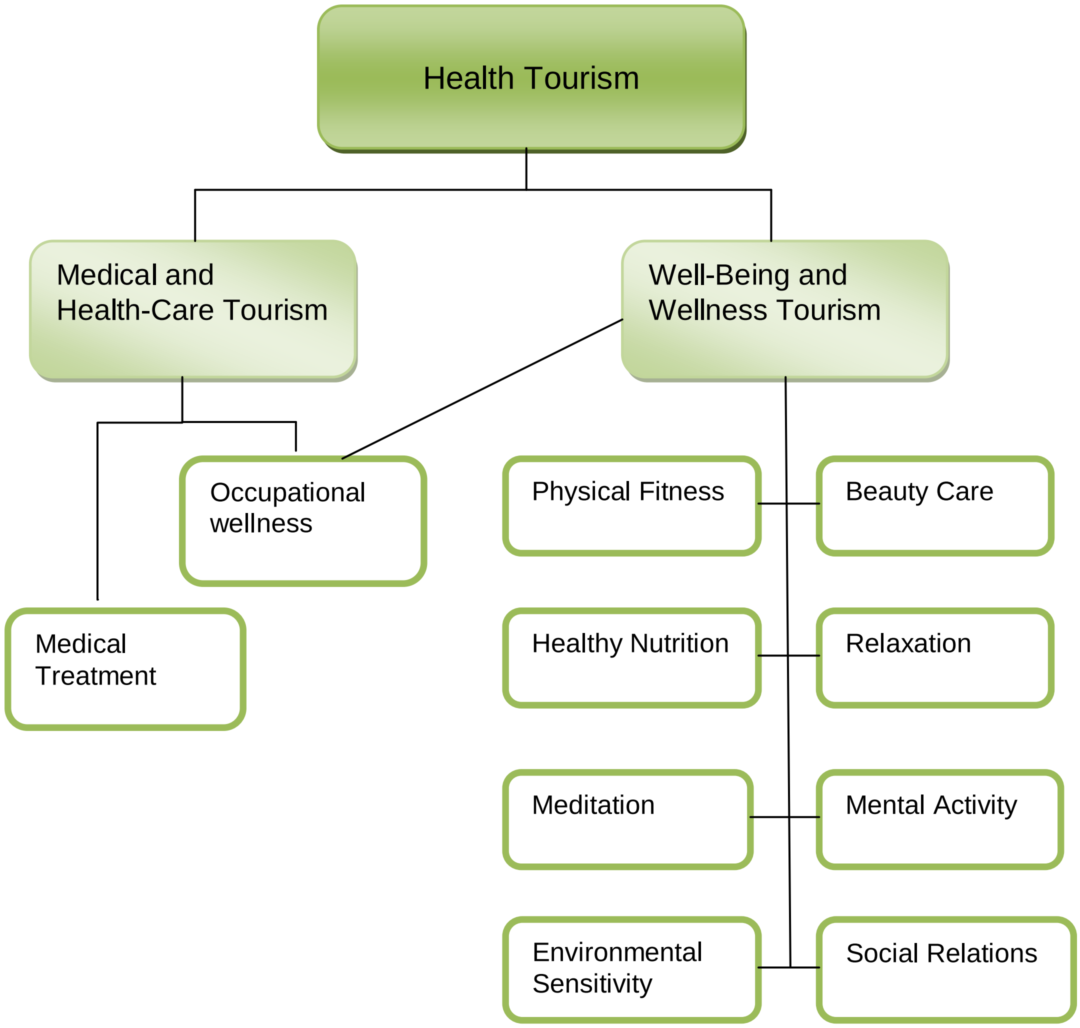

Figure 4. Classification of Health Tourism. (Suontausta, 44).

In the figure by Finnish Tourist Board (MEK 2008b [accessed 9.2.2010]) the well-being services are considered wellness if they are of high quality as accordingly wellness internationally is consisted of luxury products and services. Based on the classification of MEK (2008b, 4 [accessed 9.2.2010]) the customer of medical and health-care tourism is ill and looks for curing treatments whereas the user of well-being and wellness tourism is healthy looking for products that encompass body, mind and soul. However, in the modified classification by Suontausta (Figure 4), work place promotion is under medical and health-care tourism and also under well-being and wellness tourism as it is an illness preventive and health maintaining form which also includes mental well-being and other areas of well-being playing major role in work place health promotion as well.

In Finland there is a lot of confusion regarding the terms of well-being and wellness which in Finland have basically the same meaning. In Finland, however, there are just few locations offering high quality wellness (Maikkula 2005, 25). The term well-being is proper for using in Finland and as a concept wider than wellness. Besides relaxation it also includes health and exercise. Well-being Tourism can be also described as a form of tourism that creates well-being also after the trip. Besides the health maintaining aspect, well-being tourism also enhances the health condition of the traveller. In the survey of plotting health tourism in Finland in 2005 the Finnish Tourist Board (MEK) defined wellness in the following way: “Wellness product is part of well-being tourism, and it’s considered luxurious and meant especially for adults. The environment where it is provided is peaceful, aesthetic and luxurious. In wellness, also special requirements are needed from the staff when it comes to service and know-how”. (MEK 2008b, 3 [accessed 9.2.2010].)

3 TYPOLOGIES AND REGIONAL DIFFERENCES OF HEALTH TOURISM

There are several typologies of health and wellness tourism. They range from those which focus on physical or medical healing to psychological and spiritual dimensions. *Spa Tourism* is one of the best known forms of wellness tourism and it’s sometimes mixed with the definition of wellness tourism itself. (Smith & Puczkó 2009, 83, 85.) Spa tourism is also the form of health tourism that will be discussed more specifically for its importance in this bachelor thesis. Other typologies are introduced briefly.

Medical tourism is travelling to destinations to undergo medical treatments, either *surgical* or *therapeutic* healing treatments. There is also a product called *medical wellness* which has recently emerged and it is a combination of medical and wellness tourism for people who want to preserve or improve their health. (Smith & Puczkó 2009, 101.)

Occupational wellness focuses balancing work-life with stress management, team building, balancing work with social life and e.g. becoming a better communicator. Life-coaching is included in this approach as well. (Smith & Puczkó 2009, 99-100.)

Thalasso tourism provides attractions by the sea and services based on the sea. In all products water, algae and salt are used. (Smith & Puczkó 2009, 89.)

Holistic tourism provides the visitor with a range of activities and / or treatments which are aimed at balancing the body, mind and spirit. Activities are e.g. yoga or pilates. There are also courses and workshops organized of a holistic nature. This branch of health and well-being tourism is growing. (Smith & Puczkó 2009, 92–93.)

Spiritual tourism can be religious or it may include both religious and secular elements. Spiritual tourists who are not travelling for religious purposes may travel for connecting with "spiritual landscapes" such as deserts or oceans. Some may attend courses (e.g. yoga) which enhance spirituality. Non-religious pilgrimages are on the increase as well. (Smith & Puczkó 2009, 97–98.)

Yoga and meditation tourism could be said to be sub-sectors of holistic but also spiritual tourism. In yoga tourism you may have more free time and the atmosphere can be more relaxed than on a retreat of holistic tourism where the aim is to deepen the yoga practice rather than enjoy it. On a holistic retreat also the meals are fitted to the yoga routines. (Smith & Puczkó 2009, 94–95.)

3.1 Spa Tourism

ISPA (International Spa Association) defines spas as "places devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit". According to ISPA the key elements of the spa experience are: relax, reflect (e.g. meditation), revitalize and rejoice (e.g. happiness and entertainment). Spa tourism focuses on relaxation or healing of the body using mainly water-based treatments; such as, mineral or thermal pools, steam rooms and saunas. In Europe the natural healing assets are more emphasized regarding spas. Many Europeans visit spas for physical healing, or on a prescription from their doctor and so the trips to spas may be funded with public funds. Many European spas have natural, medical waters which are used for treating certain conditions. (Smith & Puczkó 2009, 83, 85, 87–88.)

There are targeted services and segmentations in the spa industry. There are day spas and different types of stay spas:

- *Day Spas* represent about three-quarters of the industry. They are the smallest spas in terms of square feet and among the lower revenue. Day spas offer beauty, fitness and wellness programs without accommodation and the duration of the services can be from an hour up to a full day.
- *Medical Spas* provide comprehensive medical and wellness care, traditional and complementary therapeutic and health protection treatment in environment integrated with spa services. They are the fastest growing spa segment in some parts of the world.
- *Resort / Hotel Spas* are located within a resort or hotel providing spa services, fitness and wellness components. A wellness hotel should contain the following elements: movement, fitness, water, warmth, beauty, nutrition and relaxation, but not only as infrastructure, also in the philosophy of the whole organization. The resorts are usually located in remote location with beautiful nature and the hotel spas, too, offering all inclusive services and programs. Resort Spas tend to be larger and offer more services. These types of spas have the highest priced spa treatments, compared to other spa categories.
- *Holistic Spas* offer alternative therapy and diet.
- *Bath* is a constructed spa to utilize natural mineral, medicinal, or sea water located on site by offering hydrotherapy to guests.

(Smith & Puczkó 2009, 87, 243; Cohen & Bodeker 2008, 111.)

Other spa segments are e.g. Club Spas, Sports Spas and Structured Spas according to ISPA (2007, according to Smith & Puczkó 2009, 87). Purposed-built destination spas are becoming more popular. They are mainly recreational-oriented and may combine e.g. with nutritional programmes and occupational wellness. There is a new trend, especially in Central and South America, of adventure spas that are located in remote and tranquil locations. Besides standard activities and services, they base their services on outdoor and adventurous activities. (Smith & Puczkó 2009, 88.)

Day spas and spa hotels are the largest segment of the spa industry (Cohen & Bodeker 2008, 31). Spa hotels have an advantage as it has been noticed in the hotel industry that the customers prefer hotels with spas (Suontausta & Tyni 2005, 251).

3.2 Regional differences in health tourism

Many spas in the Middle Europe are located in historic towns and the spa traditions are from the era of the Roman Empire. There are traditional spa towns for example in France (such as Vichy), in Germany (such as Baden Baden), Belgium and in the United Kingdom. In many Central and Eastern European countries the spa trends have been under the role of social tourism and prescribed cure trips to sanatoria in the last 40–50 years. The lack of investments has also been a problem in the Eastern European countries especially in those with delayed privatization e.g. in Poland, Romania and Bulgaria. (Smith & Puczkó 2009, 106, 108.)

Finland

As Health and wellness tourism in general in the North, also in Finland the industry is mainly based on leisure and recreation (Smith & Puczkó 2009, 129). The importance of sauna was already discussed earlier. Clean nature with lakes, forests, beautiful scenery, peacefulness and activities in the nature are typical for Finnish well-being as well. (MEK 2008b, 3 [accessed 9.2.2010]; MEK 2009 [accessed 9.2.2010].)

Today there are many kinds of spas (up to 50) in Finland. The demand of health tourism has partly grown because of the changes in the Finnish society; the population is aging, workdays are long, the work and the lifestyle is hectic, obesity is a growing problem and alternative medicine is more acceptable and travelling to countries where well-being has been part of the travel packages is increasing. Every kinds of every day well-being services are increasing fast. In well-being nature, design and technology are well combined in Finland. (MEK 2005, 4 [accessed 6.7.2009.]; Smith & Puczkó 2009, 113.)

In Finland however, health tourism is still quite minor. The growth of well-being can be seen e.g. as tourism to Estonian spas. It is estimated that the coast destinations Bulgaria and Romania of the Black Sea will rise. In Finland many people spend their time in the summer cottages or by the sea. Finnish people have been the real wellness-people when they used to use sauna for peacefulness and the well-being of the body and mind. Nowadays saunas are not considered that spiritual places amongst Finns. The weight is on entertainment spas with slides, wave machines and toys. The true Spa- spirit can be found in few places. (Maikkula 2005, 25.)

The aim of a project called “Terve Kuopio” (Healthy Kuopio) is to build Kuopio as the leading well-being-know-how centre in Europe. One of the focus areas in the project is developing health tourism. In a hundred-year-old spa in Iisalmi, in Finland, traditional treatments are being resuscitated and another spa in Siilinjärvi, in Finland, has tailored pre- and post-operational treatment periods in order to shorten the stays of the patients in the hospitals which are very expensive to the government. (Maikkula 2005, 26; Suontausta & Tyni 2005, 71.) There are also other new developments in Finland based on natural resources such as Lake Wellness and Lappi Wellbeing. (MEK 2008a, 13 [accessed 7.7.2009]; Smith & Puczkó 2009, 112–113.)

According to the development strategy of well-being tourism of the Finnish Tourist Board (MEK 2008b, 7 [accessed 9.2.2010]) the most challenging in the well-being tourism of Finland is that the supply is weak and disassembled. According to this strategy for example internationally known Nordic Walking and sauna have not been used enough well in Finland for marketing and product development purposes. The purity of the Finnish treatments and the treatments facilities could also be considered as strengths and should be used better in the international marketing and supply. Other assets in the international markets could be the Finnish technological know-how in healthcare, rehabilitation and well-being as well as the know-how in special dietaries (i.e. lactose intolerance, celiac disease) and the purity of fresh Finnish food. (MEK 2008b, 7 [accessed 9.2.2010].) Suontausta & Tyni (2005, 246) state that in order to develop the supply local traditions and products should be used e.g. in treatments and international trends should be followed and used for product development. The existing infrastructure should integrate to today's and future needs in a way that they would be suitable for the international demand as well. It is also important to know the profiles of the most important customer groups as well as the wishes of the international customers. Well-being tourism is increasing rapidly and networking throughout industries is important. By clarifying the quality criteria and the terms also marketing will become more consistent. (MEK 2008b, 7 [accessed 9.2.2010].)

The main markets for marketing the Finnish well-being tourism and products in international markets are in Germany, Sweden, The Netherlands, France and furthermore also Great-Britain, Japan and China. Finland's competitors in well-being tourism are among others the East European and the Baltic countries with their old spa traditions, for their cheaper supply and easier attainability. (MEK 2008b, 8–9 [accessed 9.2.2010].)

Scandinavia and the Baltic countries

Health and wellness tourism in the Northern Europe is based on relaxation, fitness services, massages, (fun) baths with hot water and saunas (Smith & Puczkó 2009, 112). According to a Swedish Wellness expert Julie Lindahl (according to Smith & Puczkó 2009, 113) Nordic Wellbeing focuses on five lifestyle areas: design, food, gardens and herbs, outdoor life and relaxation.

Especially in Finland the sauna is considered an important part of everyday life rather than a luxury or wellness programme. Cold water-bathing is very common and popular winter past-time especially in Finland. It has many health benefits such as relaxing muscles and strengthening immunity. (Smith & Puczkó 2009, 112–113.)

In Iceland hydrotherapy is unique in the world and the benefits of hydrotherapy, such as stimulation of blood circulation and improvement of digestion, are recognized. It is estimated that there are about 800 geysirs spouting hot geothermal water. (Smith &

Puczkó 2009, 113–114.) In Norway the supply of wellbeing and wellness tourism products is small-scaled. (Suontausta & Tyni 2005, 204.)

Estonia has the most significant resources in health and wellness tourism of the Baltic countries. Healing oriented therapeutic mud or sea are typical and traditional. (Smith & Puczkó 2009, 114.)

Germany, Austria and Switzerland

There is a great supply and quality of health tourism industry in the German speaking countries. There are spas, modern health resorts, climatic health resorts, seaside health resorts, Kneipp hydrotherapy resorts, mineral and mud spas and other special hotels and wellness centres for relaxation, fitness and well-being. (Smith & Puczkó 2009, 107.)

Germany is one of the leading wellness and health tourism countries in Europe with more than 500 wellness hotels and has a long history of wellbeing. That's why also the research and development concerning well-being tourism is extensive in there. Health-care holidays are estimated to have 48,3% market share of health tourism, anti-aging holidays have 6.2%, pampering and relaxing wellness holidays have 37.2% and beauty holidays have 8.3% of the market share of health tourism market. Women are bigger customer group than men although in health-care and in wellness holidays the amount of men is increasing almost to equal with women. (Suontausta & Tyni 2005, 200; Smith & Puczkó 2009, 107–108.)

Also Austria has long spa culture: the Austrian spa traditions are from the era of the Roman Empire and the spas became significant destinations in the 16th and 17th century. The supply is divided into spa destinations and Alpine wellness-destinations. The supply is being marketed by names such as: Wellness, Spa Treatment, Kneipp and Running & Walking. The market share of Austrian health spas in Europe is 10%. Wellness and health tourism have increased in Austria. The Alpine wellness exploits the nature and the climate of the mountains and their beneficial effects. This type of wellness tourism with services of high quality has become very popular form of travelling especially amongst the solvent customers. (Suontausta & Tyni 2005, 202.)

After domestic travellers the next biggest health tourism group in Austria are the Germans. The wellness traveller in Austria spends more money in a day on average than an average traveller spends in a day. Professionally skilled staff and accommodation of high quality are valued the most by the wellness travellers. Other matters that are valued highly are cosy atmosphere, massage, medical services, “well-being packages” and activities and entertainment outside the hotel. Other matters that are also valued are clean nature, diverse pool facilities, warm baths, opportunities for trekking and healthy food. (Suontausta & Tyni 2005, 202.)

Like in Germany and in Austria, the supply of wellness and health tourism in Switzerland is also wide and of high quality. In all three countries specialized facilities and destinations, design and themed design spas providing e.g. underwater music, complete the supply of traditional medical destinations. (Suontausta & Tyni 2005, 203 Smith & Puczkó 2009, 108.)

Hungary

Hot springs, mineral waters and medical caves are the typical features of health tourism in Hungary. Hungary and other neighbouring governments (Czech Republic, Slovakia and Slovenia) have invested largely in developing of its medical tourism facilities. Hungary has announced wanting to be the most important health tourism destination in Europe in its National Tourism Development Strategy. The investments and the wide-ranging supply of its health tourism are supporting the goal. (Suontausta & Tyni 2005, 203; Smith & Puczkó 2009, 108–110.)

Czech Republic and The Balkan Peninsula

The spa traditions in Czech Republic have a long history. The supply is now being marketed also internationally. Apart from the climatic resorts of Slovakia, Czech

Republic and Slovakia have similar resources in health tourism with their mineral and thermal waters and medical mud. There are many historic spa destinations in Czech Republic and Slovakia. Health and medical tourism are organized around natural healing assets in these countries. Holistic services, which are labelled as alternative health services, have been introduced to the market just recently.
(Suontausta & Tyni 2005, 203; Smith & Puczkó 2009, 108–109.)

In most countries on the Balkan Peninsula (e.g. Slovenia, Croatia, Serbia, Romania, Macedonia, Bosnia and Herzegovina and Bulgaria) the price level for the natural healing sources (i.e. thermal water springs, healing climates or caves) is still under the level of the origin countries of the foreign tourists. (Smith & Puczkó 2009, 109.)

Slovenia, Croatia and Serbia share similar resources which are thermal water and healing climate. Slovenia is the most developed of the three with its recently built modern facilities attracting both medical and wellness tourists. Serbia and Croatia too have started to develop health and wellness tourism from the medical orientation for a more competitive supply of products. (Smith & Puczkó 2009, 109.)

Romania and Bulgaria

There are ca. 3,000 thermal springs and 70 medical destinations in Romania of which many are famous in the region. The Carpathian Mountains make Romania a competitive destination for health and wellness tourism, especially if the essential tourism and general infrastructure development were completed. (Smith & Puczkó 2009, 108, 109.)

The over 800 thermal springs in Bulgaria were already popular in Ancient Times. Patients could enjoy the healing effects of water, mountain and sea climate. Bulgaria has now been investing in product and infrastructure development to enhance its health tourism supply. (Smith & Puczkó 2009, 109.)

Poland and Russia

In Poland destinations have been attracting health tourists since the 13^{th} century. Out of 43 health resorts the majority are sanatoria type facilities. Poland offers thermal waters, salt caves, medical muds and even oxygen bars for the visitors and nowadays also beauty, cosmetic and some wellness treatments. (Smith & Puczkó 2009, 108, 109.)

Russia has over 5,000 medical destinations and the country is very rich in natural healing resources and traditions. During the socialist system those resources were available to everybody which caused overdevelopment of giant hotels or sanatoria. Wellness services are expected to be introduced in Russian spas, too even though the healing orientation is still dominant. (Smith & Puczkó 2009, 108, 111.)

United Kingdom, Ireland and the Netherlands

Holistic tourism is quickly growing in Western Europe especially in the United Kingdom and the Netherlands. The speciality of British spas are Health Farm-spas which are located in the countryside and offer luxury and pampering. Day Spas in the London area are also popular. In the UK and Ireland the main reason people visit a spa is indulgence. This is partly due a hectic and stressful lifestyle. (Suontausta & Tyni 2005, 203; Smith & Puczkó 2009, 108, 139.)

Southern Europe

There are traditional historic and thermal spas in Italy, Spain, Portugal and Greece. In Italy the guests can choose from 200 destinations and 450 spas and they can combine their stay with culture and gastronomy. In Andorra e.g. there are modern spas in ski resorts. Typical for the supply in France are water- and sea-based therapies. Thalassotherapy is offered throughout the Southern Europe and e.g. France has more than 100 active spas and Thalasso-centres. (Suontausta & Tyni 2005, 204; Smith & Puczkó 2009, 115.)

Turkey is among the top seven countries in the world for quality and quantity of thermal springs with over 1,000. Many of Turkey's historical places developed because of their springs. In addition, the Turkish bath *hammam* is world famous and the concept has been exported everywhere. Apart from being part of the Islamic ritual of purification, it was also a place to socialize or do business. Largely due the landscapes and climate many yoga and holistic centres are located in Southern Europe. Turkey is becoming increasingly popular with yoga centres and retreats. (Smith & Puczkó 2009, 115.)

There are Arabic baths and the remains of thermal baths from the Roman period; water cisterns, fountains, natural swimming pools and irrigation channels. The Arab baths include a warm room with a pool, cold room with pool and a massage room. The typical atmosphere has been re-created. (Smith & Puczkó 2009, 116.)

In the Canary Islands and in the Balearics there are also some new developments. The all-year-round climate in the Canary Islands is ideal for certain medical conditions and healing. The Balearic Islands offer a whole range of products. There is however, lack of signature treatments being developed on the islands in order to compete with nearby African countries and mainland Spain. (Smith & Puczkó 2009, 116.)

Middle East and North Africa

There are some unique wellness services and products offered in the region, such as the Desert Sand-Herb Rasoul Scrub in Dubai. The spas are of high quality with local architecture. Hammams are indigenous to the region. There are special hammam hotels e.g. in Morocco. Thalassotherapy is also widely offered e.g. in Morocco, Tunisia, Egypt and the United Arab Emirates. The Dead Sea however, attracts the most tourists in the region. The Dead Sea has year-round hot weather, enriched oxygen atmosphere, therapeutic UVB solar radiation, mineral-rich salt sea and mud, thermomineral hot springs and luxurious spas. Treatments combined with climatic factors have a long lasting positive therapeutic effect on dermatological diseases. (Smith & Puczkó 2009, 116.)

Especially the United Arab Emirates and Jordan are trying to positioning themselves as the centre of medical tourism in the Middle East. Yoga holidays are offered increasingly in the Middle East and North Africa. Sometimes yoga holidays are combined with belly dancing. (Smith & Puczkó 2009, 118.)

Africa

The luxury spas are the most common in South Africa and on the islands Seychelles or Mauritius. There is only a small growth in wellness tourism in East and West Africa largely due poverty. South Africa is the leading destination in Africa for spa tourism and use is made of the mountains and sea as well as the bush. As one of the leading wine growing country, vinotherapy is on the increase as well. According to the South African Tourist Board (2008) the spa has a different meaning in the country as nature is used almost in all products and treatments as well as indigenous and tribal traditions of healing. Also the spiritual side is promoted. Medical tourism in Africa is also a growing phenomenon, especially in South Africa and Kenya. Tourists can learn about traditional African herbal medicine as well. (Smith & Puczkó 2009, 118, 120.)

Asia

Spas and wellness are becoming very popular in Asia and most Asian spas offer local signature treatments. Luxury spas and spa hotels are being built throughout the region in great locations such as Bali and Maldives. Spa industry is increasing even in the less visited destinations. Some of the former Soviet Union countries, e.g. Kyrgizstan, offer traditional natural asset based healing services e.g. treatments in salt mines. Tourism Malaysia is promoting the country's spirituality. Many traditional Asian health techniques have been globally exported. Many tourists, however prefer the authentic experience in the country of origin, like Ayurvedic treatments in Kerala in India. (Smith & Puczkó 2009, 120, 121, 122.)

In Japan spas play important role in the life of Japanese citizens. Three in five Japanese visited a spa in 2003. Japan is very rich in hot thermal and volcanic waters and the ritual bathing establishments are called onsens. Onsens can be part of a Ryokan i.e. inn. (Suontausta & Tyni 2005, 204; Smith & Puczkó 2009, 121.)

In addition the health tourism in India is concentrated on medical tourism improving diverse health care services, especially operations, for its foreign customers. In Thailand as well the increasing area of health tourism is especially cosmetic surgery but also spas and wellness-services are being developed. (Suontausta & Tyni 2005, 204; Smith & Puczkó 2009, 122.) Also Vietnam and China are attracting foreign tourists in medical tourism because of cheap prices, good service and extensive expertise and Singapore has won the Best Medical / Wellness Tourism Destination in one of the industry awards in 2007. (Smith & Puczkó 2009, 122.)

Australasia and the South Pacific

In Australia the spa sector is dominated mostly by small to medium sized business operators and speciality spas. Spa tourism in Australia is similar with the North American approach. There is a growing number of day spas, destination spas and resort spas. Spas are differentiated by the length of stay and the natural assets and services provided. There are e.g. mineral springs and geothermal waters in Australia and the products, cultures, medicines, spirituality and healing of the indigenous tribes and ecology are being used in spa and wellness tourism. There is also a growing number of holistic retreats in Australia. (Smith & Puczkó 2009, 122–123.)

In New Zealand spa services are based on the assets of the natural environment and bathing in natural hot springs is the key attraction. The spa industry is developing in New Zealand but there are three major types of spas: hot spring spas, destination spas or retreats and day spas. There are also combinations; e.g. geothermal, cultural and health spa experience. Other elements offered in New Zealand are e.g. volcanic features as boiling mud and traditional Maori massage that has been practiced for hundreds of years. (Smith & Puczkó 2009, 123–124.)

In the South Pacific region spa and wellness tourism are growing industries. (Smith & Puczkó 2009, 124.)

Americas and the Caribbean

There are club spas, cruise ship spas, destination spas, medical spas, mineral springs spas and resort / hotel spas and many urban day-spas offering relaxation, pampering and stress relief in the United States and Canada. There are various spa categories and guidelines are set to distinguish facilities offering spa services and true spas. Most spa facilities are just over a decade old in Canada. In the United States there are well-established spa vacations for people who have disabilities. (Smith & Puczkó 2009, 124 –125.)

Many indigenous traditions are exported to spas all over the world from the Americas. Also Native American Indian rituals are used increasingly in holistic and spiritual retreat centres and still some more authentic experiences can be had, such as the Native Indian ceremonial saunas. In Peru e.g. the consultation of local Shamans can be offered to visitors including e.g. drinking allegedly consciousness expanding shamanic medicine. There is however, controversy over the increasing use of the term "Native Shamanism" which may not be based purely on traditional teachings but is blend of e.g. Wiccan spells and Eastern Medicine. (Smith & Puczkó 2009, 125.)

There is a long tradition of *baños* in South America, similar to historic baths or spas in Europe. Plastic surgery and other cosmetic tourism are extremely popular in Central and South America, especially in some countries. Central and South America are perfect places for adventure spas with jungles, mountains, hot springs, beaches, lakes and rivers. Adventure spas, which can be luxurious, offer treatments, healthy gourmet food and outdoor activities. Ecospas, which aim to preserve and protect natural resources, are also popular. (Smith & Puczkó 2009, 125–126.)

Health and spa tourism are considered important sectors in the Caribbean. Even though there are therapeutic services and medical treatments being offered in Cuba but more common in the Caribbean is wellness with spas, luxury resorts, recovery treatments, herbal or traditional healing. There are however, special medical facilities such as fertility clinics. By having added special local ingredients a unique and attractive Caribbean wellness brand has been created. (Smith & Puczkó 2009, 128.)

4 THE ILIS-CUSTOMER SURVEY IN HOLIDAY CLUB CARIBIA

4.1 Spa hotel Holiday Club Caribia

In Finland the ILIS project spa customer survey was conducted at spa hotel Holiday Club Caribia in the city of Turku. Holiday Club Caribia is part of the hotels and restaurants of S-group in SOK Tourism and Hospitality Business Chain Management. There are altogether eight spa hotels in the S-group. The hotels offer services for families, couples and groups but Holiday Club Spa Hotels are also congress and meeting hotels so there are services for corporate clients and business travelers as well. There are meeting rooms of different sizes in Holiday Club Caribia and the 994-hall can fit up to 2000 people where many kinds of events are being held. When the hotel was first opened in 1999 it was thought that the hotel would mainly function for leisure purposes but nowadays there are recreational travellers mostly in the weekends and in the summer time. (Eskelinen 5.4.2009, presentation; Holiday Club Spa Hotels a [accessed 5.2.2010]; Holiday Club Spa Hotels b [accessed 5.2.2010].) The aim was specifically to survey recreational travellers, that’s partly why the survey took place in the summer (15 June–4 August 2009) when there were not many business clients to be expected.

There are four restaurants, two cafés and a pool side bar in the hotel. One of the cafés is a terrace and opened only in the summer time. In one of the restaurants there are live performances being held. (Eskelinen 5.4.2009, presentation.) There are 175 rooms in the hotel including 14 suites of which two have their own sauna in it (Holiday Club Spa Hotels c [accessed 5.2.2010]). There are eight pools, three water slides and saunas (electric, steam, wood-fired, smoke). The spa offers massages, facials, body, hand and feet treatments, baths and special treatments (e.g. clay packs and solarium). The spa hotel Holiday Club Caribia also offers services for occupational health tourism groups and organizes program for the conference evenings and for other evening gatherings. The leisure services that are provided by the Holiday Club Caribia are: baby swimming, sister swimming, swimming school for children, gym, water aerobics and other instructed group exercise (such as body pump, body combat). Badminton, tennis, volleyball and mini-golf are available for performing outdoors in the summer time. (Eskelinen 5.4.2009, presentation.)

4.2 The ILIS-customer survey

The ILIS-customer survey was conducted in each ILIS partner country and the questionnaire used in the ILIS-customer survey was created in co-ordination with all the ILIS partner countries. The common questionnaire was created in English. In addition, the questionnaire was translated into the native language in each partner country. There were multiple choice questions (such as questions 1 and 2; age and gender), open questions (such as development suggestions) and hybrid questions (e.g. given options but the respondents could suggest their own option) in the survey. However, most of the questions were based on Likert's scale. When analyzing the answers of the survey, it has to be taken into consideration that in questions 5 and 6 (Figures 1 and 2) the rate scale was from 1 (very important) to 5 (no significance), 0 (zero) being the option for "I don't know". However, in all of the sections of question 13 the scale was from 1 (meets needs extremely well) to 4 (does not meet needs) number 5 being the option for "I don't know / have no experience". In the analyzing part for the average numbers the zero was left out from questions 5 and 6 and number five was left out from the sections of question 13 for not skewing the results.

From the common questionnaire framework that ILIS partner countries had agreed on, some questions of the sections of question 13 had been left out from the Finnish version of the questionnaire (Attachments 1 and 2) as those types of spa services are not common or a relevant custom in the Finnish spas and are not being offered in Holiday Club Caribia. Questions concerning: "Medical Treatments", "Treatments based on local products" (section: Treatments and activities), "Food contributing to rehabilitation" (section: Food and Restaurant services), “Existing relaxation facilities” and “Services concerning mind and soul” (section: Other service facilities and services) were left out from the different sections of question 13 from the Finnish version of the survey.

Holiday Club Caribia wanted to add two questions of its own to the ILIS questionnaire for finding out its guests’ suggestions regarding services for families with children and if its guests would be interested in spa packages that would include guided activities in nature. These two open questions were added to the Finnish version of the questionnaire under the section ”Other service facilities and services” of question 13 (how did the services of the spa meet the customers’ needs and expectations). The analysis of those answers in this document can be found in paragraph 4.8.5 where the other sections of question 13 can be found, too.

The respondents were found in the facilities of the spa hotel Holiday Club Caribia and they were asked if they wanted to participate in a survey and they were told they could participate in a raffle (Attachment 3) if they wished. The only facilities that we survey conductors, me and another student, could not enter were the spa and treatment facilities and the back yard. If the hotel guests agreed on participating in the survey, they were told the survey could be filled in on their own time and returned with the raffle slip if they wished for participating in the raffle, either to me, the other survey conductor or to the reception. Covering letters (Attachments 4 and 5) were handed out along the surveys for those respondents who were interested in having more information about the survey. All the respondents who had returned the raffle slip participated in a raffle to win a gift token that entitled the winner for a complimentary accommodation for two for one night in the spa hotel Holiday Club Caribia. All the documents; the survey, raffle slip and covering letter were available in Finnish and in English. The survey was conducted in 15 June 2009–4 August 2009 and altogether 97 answers were received of which three had to be declined for most of the questions were not answered. The accepted 94 answers were coded and processed with Excel.

4.3 Profiling the spa visitor

Smith & Puczkó (2009, 134) profile typical visitors in hotel and day spas as visitors with high income, business visitors and more often women. Demographic segments such as gender, age and life stage are important but for wellness tourism analysis psychographic segments such as lifestyles, values and occupation are becoming more important. Also general travel and tourism behaviour should be taken into consideration to indentify segments. The factors, however, will vary in an international and cultural context and research at national level should be done to develop wellness tourism and its segments or clusters. (Smith & Puczkó 2009, 135, 141.)

It is estimated by ISPA in 2007 that there are nearly 100 million active spa-goers worldwide. Spa visitors are internationally mainly female in professional and executive jobs (often more than 70%), men however, account more than 40% of spa-goers in some countries such as Australia, Austria, Germany, Japan, Singapore, Spain and Thailand. 30–40-year-olds dominate the market: 60% are from this age group. In the past 5 years those 50 years and older have decreased 6% to 17%. Younger spa users (less than 30 years old) are an increasing group. (Smith & Puczkó 2009, 143.) Similarities can be seen in the ILIS-customer survey results as well where: most respondents (63.8%) were female and the rest 34 (36.2%) were male. Most of the respondents (39.4%) were aged 30–39 although this age group wasn't as dominant as in the survey of ISPA.

The total number of respondents in the ILS-customer survey at the spa hotel Holiday Club Caribia was 94 of which 60 respondents (63.8%) were female and the rest 34 (36.2%) were male. Most of the respondents (37 respondents, 39.4%) were aged 30–39, 23 (24.5%) respondents were aged 40 – 49, 18 (19.1%) respondents aged 20–29, nine respondents (9.6%) aged 50–59, six respondents (6.4%) aged 60–69 and one respondent (1.1%) over the age of consent was less than 20 years old.

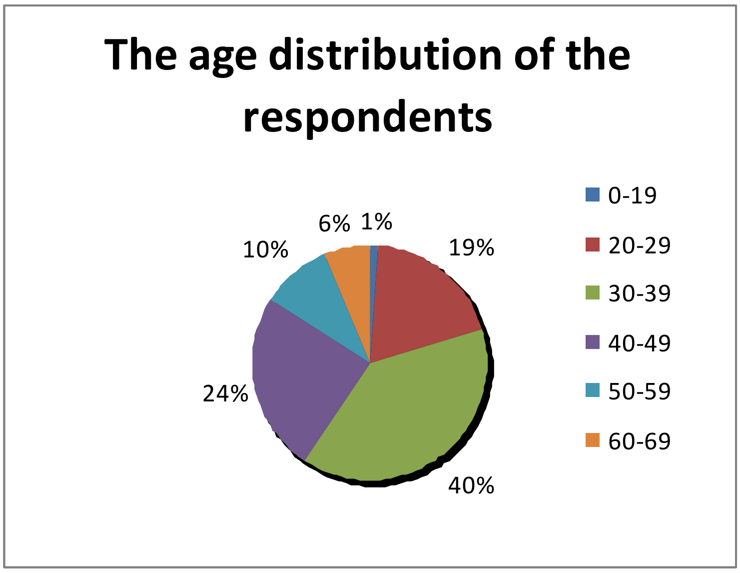

Figure 5. The age distribution of the respondents.

Seven of the respondents (7.4%) were foreigners; five from Sweden and two from Poland. The majority of the Finnish respondents were from South Finland (Picture 1) and nearby areas to Turku; Helsinki with 10 respondents (10.6%), Turku itself with 7 (7.4%) respondents and Vantaa with 5 respondents (5.3%) were the best represented towns amongst the Finnish respondents.

Picture 1. Origins of the Finnish respondents

The majority of the respondents (70.2%) had used spa services 1–2 times during the past year. 22.3% of the respondents had used spa services 3–4 times during the past year and just 6.4% of the respondents (two from Poland) had used spa services 5–10 times during the past year. The spa hotel Holiday Club Caribia, where the survey was conducted, was the most visited spa in Finland amongst the Finnish respondents with 71.3% of the answers. Naantali Spa Hotel became second with 10.6% of the answers and Flamingo Spa third with 7.4% of the answers. Four other spas, Ikaalisten Kylpylä, Holiday Club Tampere, Serena and Nokia Eden became fourth with 6.4% of the answers. 18.1% of the respondents had used spa services abroad during the past year. Estonia was the most visited country amongst the Finnish spa goers of this survey with 12.8% of the answers. Hungary, Spain, U.A.E (Dubai), Thailand and New Zealand were mentioned once.

4.4 Needs describing the spa user and importance of factors when choosing a spa

On a personal level the motives to travel in general depend on the personality and lifestyle of the person, self-conception, life stage, previous experiences, and the image the person wants to give about himself. Crompton's sociopsychological motives to travel are all motives for wellness tourists as well: escapism (from everyday life or everyday life stricture), self-examination / soul-searching, relaxing, tightening family ties, increasing social contacts and in some cases even for status reasons by e.g. travelling to new trendy wellness destinations. Making social contacts hardly is one of the primary motives to travel for wellness travellers but it is easier to make contacts with like-minded people and to start e.g. a new hobby. For some wellness tourists health and well-being are just part of the travel experience, not for every wellness tourist wellness is a lifestyle and a reason to travel and to choose the destination based on the supply of wellness services. It is difficult to categorise wellness travellers even though wellness can be the primary reason to travel or it can be one motive amongst others. (Suontausta & Tyni 2005, 103–106, 127.)

When people visit spas it usually is for at least one of the following factors: indulgence (pleasure, fun, appealing to senses), escape (i.e. relief from the pressures of social life) and work (individual, related to self-improvement; physical, mental, emotional). The profile of medical and health spa visitors however, may be different from recreational, day or beauty spas and as stated before, the reasons to visit spas and the spa goers' profiles vary according to the lifestyle, culture, nationality, age or gender of the visitor. In Canada for example spa goers are younger, students, part- or full-time employed, have more frequently university and / or postgraduate education and use Internet as their primary source of income. Whereas the Hungarian medical spa-goers are older, pensioners, have average or little above average university education and do not use the Internet. (Smith & Puczkó 2009, 139–140, 143–144, 262.)

According to Smith and Kelly (2006, 3 [accessed 11.7.2009]) the motivations for the spa visitor are for example physical or escapism and relaxation. However, according to the international spa research of ISPA in 2007 that included 12 countries, physical shape, fitness, nutrition or appearance were not important motives; many people go to spas mainly for stress relief. The top reasons to go to spas were feeling stressed, wanting an indulgence, to splurge, to feel better, rest and relaxation. (Smith & Puczkó 2009, 143.) These were also one of the Finnish respondents' top reasons for visiting a spa in the survey of ILIS conducted at Holiday Club Caribia, stress relief being one of the most important motives for going to a spa. The main reason to visit spas for the Finnish respondents in the ILIS-customer survey however, was spending time with family / friends.

In question 5 (Needs describing the spa user, Figure 6) the three most important needs for choosing a spa in general were "to spend time with family / friends" with an average of 1.3 (1 being the highest score), "to get mentally refreshed" avg. 1.7. and ”to pamper / reward oneself" avg. 1.8. "To find new social relations" (avg. 4.4), "to get medical treatments/to recover from an illness" (avg. 4.2) and ”to improve appearance / beauty" (avg. 4.0) didn't have much importance for the respondents. Less than 20% of the respondents had answered ”I don`t know / no experience" or had not answered at all in this section, except about the last factor (”to experience something new", Figure 6) where almost 30% of the respondents had answered ”I don`t know / no answer" or had not answered at all.

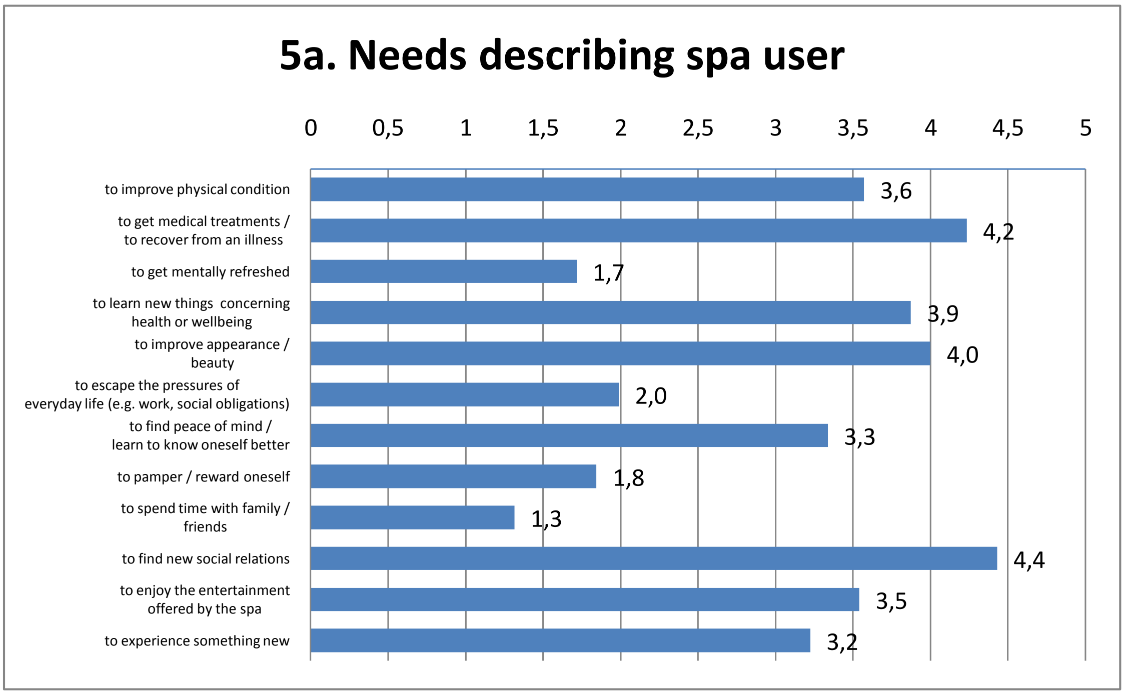

Figure 6. Needs describing spa user. 1 = very important, 5 = no significance.

In question 6 (Figure 7), Importance of factors in general when choosing a spa “Hospitable service” scored the highest in this section (avg. 1.2), second being “pleasantness of the public spa areas” (avg. 1.4) and third position being shared by “diverse pool, sauna and steam bathing facilities” (avg. 1.5) and “professionally skilled staff” (avg. 1.5). “Comfortable accommodation” (avg. 1.6) and “suitability for family with children” (avg. 1.7) scored high as well. There was no significance for ”suitability for special needs” amongst the respondents (avg. 4.8). Other not important matters for the respondents were “diverse medical treatments” (avg. 4.7) and “opportunities to attend lectures and conversation groups” (avg. 4.4).

In this section (question 6, Figure 7) less than 15% of the respondents had answered ”I don’t know / no experience” or had not answered at all to the questions in this section. The exceptions were ”opportunities to attend diverse lecture and conversation groups” (18.1% of the respondents had answered ”I don`t know / no experience” or had not answered to this question) and ”suitability for other special needs” where almost 80.9% of the respondents had not answered at all.

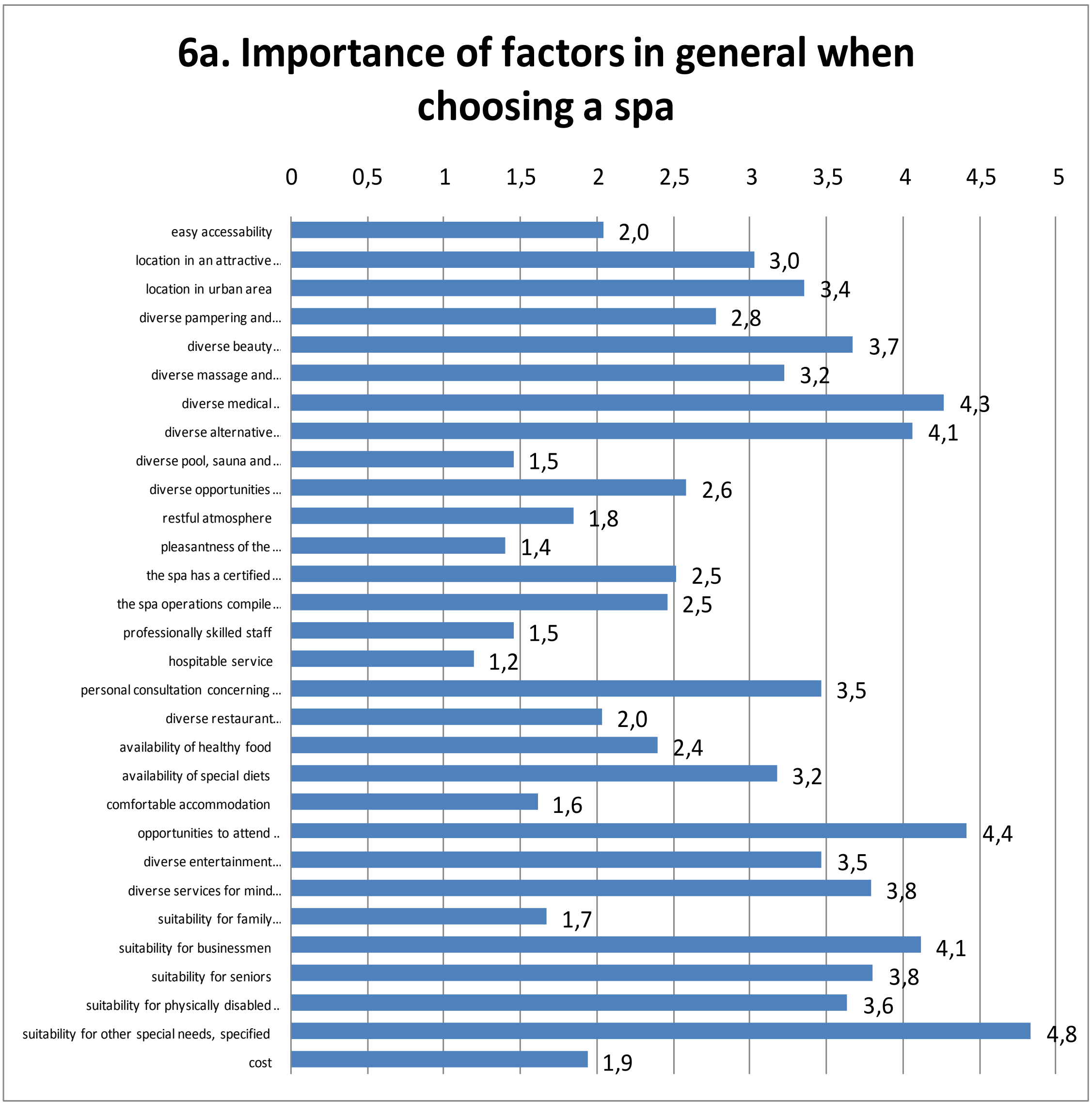

Figure 7. Importance of factors in general when choosing a spa. 1 = very important, 5 = no significance.

4.4.1 Comparison between male and female

In general there were no big differences between the male and female respondents in the Finnish ILIS customer survey.

The biggest differences in question 5 (Figure 8) were between:

- ”to escape the pressures of everyday life” (avg. male 1.7, avg. female 2.1)
- ”to find peace of mind / learn to know oneself better ” (avg. male 1.7, avg. female 2.1) and

- ”to pamper / reward oneself” (avg. male 1.7, avg. female 2.1).

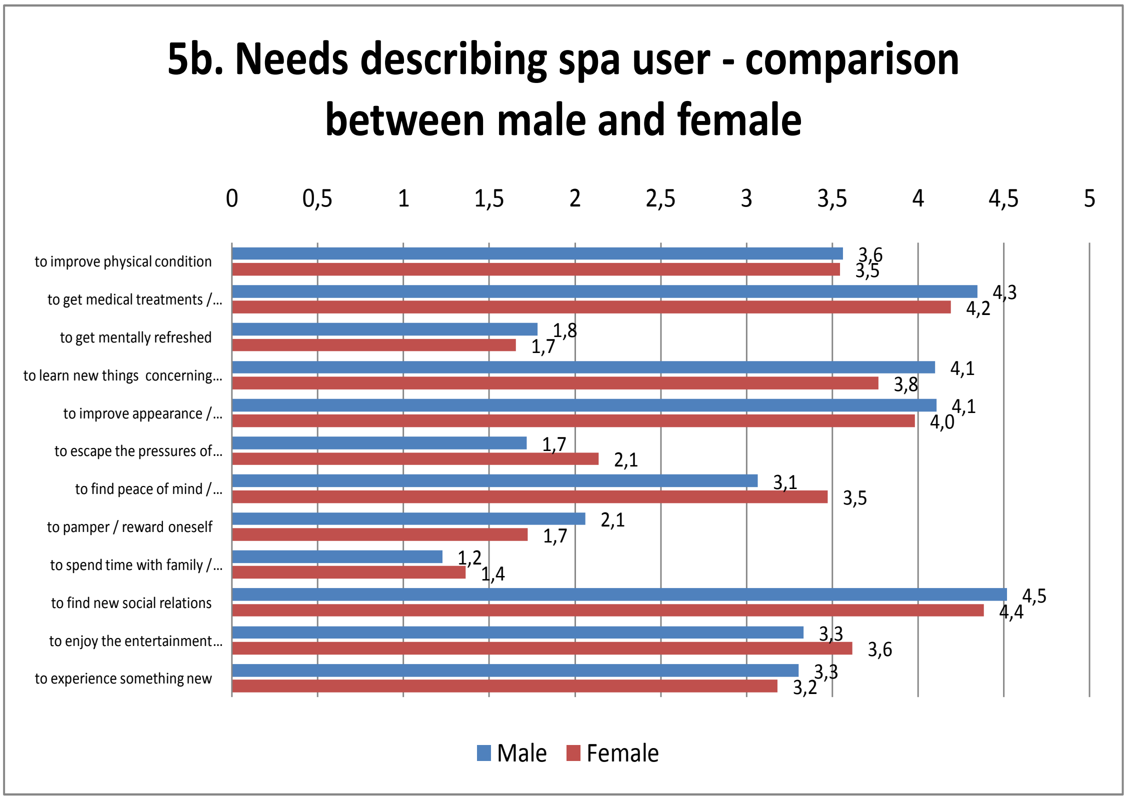

Figure 8. Needs describing spa user – comparison between male and female. 1= very important, 5 = no significance.

In question 6 (Figure 9) the differences were slightly bigger than in question 5:

- “location in urban area” was more important for men (avg. male 3.1, avg. female 3.5)
- ”diverse services for mind and soul” (avg. male 4.1, avg. female 3.7) played a slightly bigger role for women although were not important for neither of the gender.

Men found “suitability for businessmen” much more important than women (avg. male 3.7, avg. female 4.3) as well as maybe even surprisingly “services for seniors” (avg. male 3.5, avg. female 4.0).

The biggest difference however, was the “beauty treatments” (avg. male 4.5, avg. female 3.3, Figure 9) which Finnish men do not consider almost important at all. But according to this result neither do most of the Finnish women in the survey consider them very important. The following matters were considered equally important (Figure 9):

- “diverse opportunities for indoor and outdoor” (avg. male and female 2.6)
- “comfortable accommodation” (avg. male and female 1.6)
- “diverse entertainment and cultural services” (avg. male and female 3.5)
- “diverse medical treatments” were considered equally insignificant (avg. male and female 4.3).

Hospitable service (avg. male and female 1.2, Figure 9) was the most important factor for both genders as well as professionally skilled staff (avg. male and female 1.5, Figure 9).

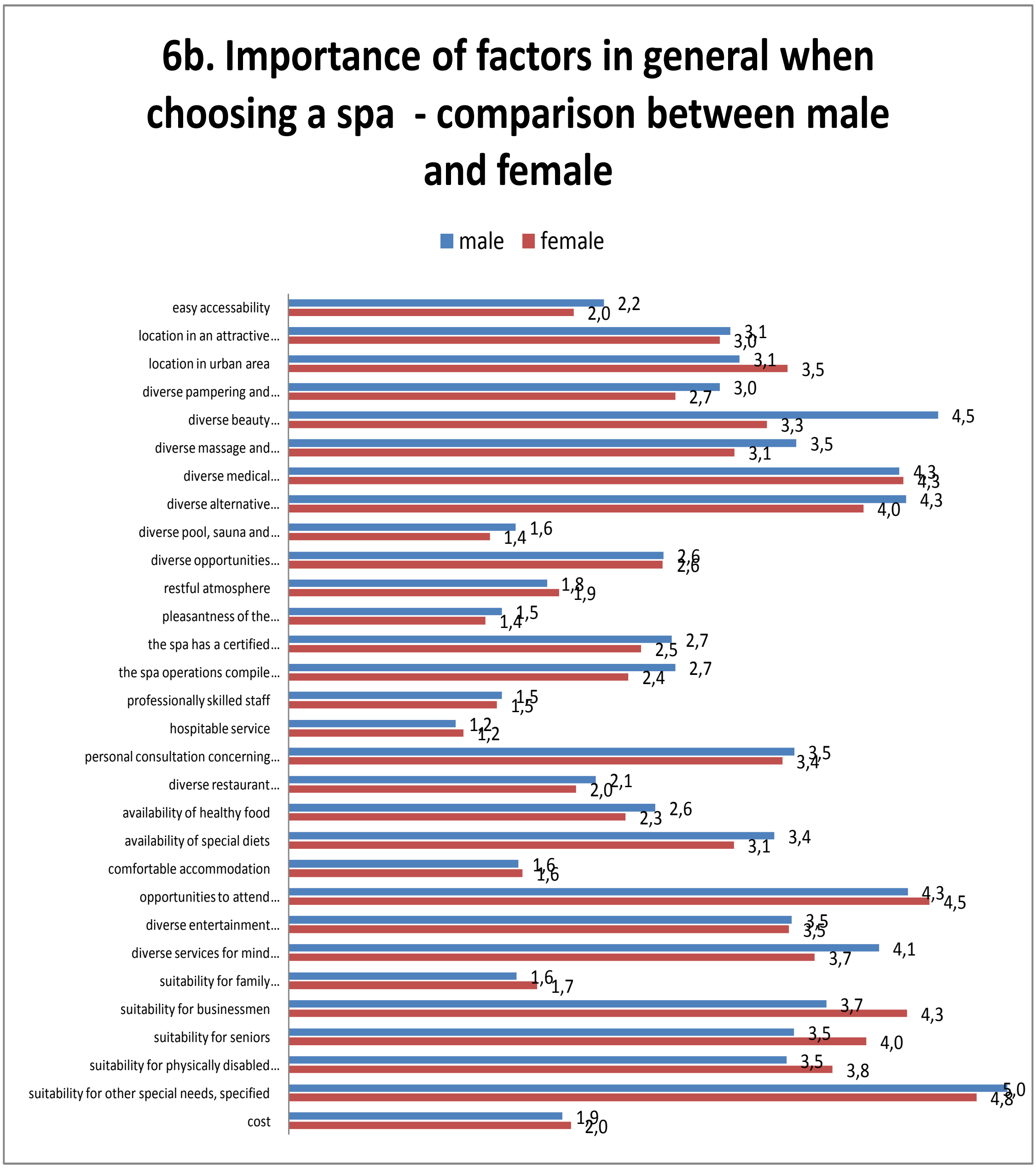

Figure 9. Importance of factors in general when choosing a spa – comparison between male and female. 1 = very important, 5 = no significance.

4.4.2 Comparison between three biggest age groups

The comparison between ages was done between the three biggest age groups of the survey which were: ages 20–29 (19% of the respondents), 30–39 (40% of the respondents) and 40–49 (24% of the respondents).

In question 5, Needs describing spa user (Figure 10) the following needs were relatively insignificant for all age groups, yet there can be found few differences:

- “to improve appearance / beauty”: ages 20–29 with an average of 3.9, ages 30–39 with an average of 3.8 and the average of 4.3 for ages 40–49
- “to learn new things concerning health and well-being”: ages 20–29 (avg. 4.2), ages 30–39 (avg. 3.9) and ages 40–49 (avg. 4.2)
- “to find new social relations”: ages 20–29 (avg. 4.8), ages 30–39 (avg. 4.3), ages 40–49

The spa seems to be the place for unwinding especially for the youngest age group out of the three age groups or that group may be the most affected by the pressures in life. Whereas the spa users aged 30–39 seem to be the least stressed or the following matters are the least important for the age group amongst the three age groups. (Figure 10):

- “to get mentally refreshed”: ages 20–29 (avg. 1.3), ages 30–39 (avg. 1.8) and ages 40–49 (avg. 1.6)
- “to escape the pressures of life”: ages 20–29 (avg. 1.5), ages 30–39 (avg. 2.2) and ages 40–49 (avg. 1.8)

The biggest difference however, was between “to get medical treatments/to recover from an illness” (Figure 10) where the age difference can be seen clearly; it was considered more important amongst the ages 40–49 (avg. 3.8), followed by the ages 30–39 (avg. 4.3) and was almost insignificant for the ages 20–29 (avg. 4.9). There was a notable difference between the age groups in “to experience something new” (Figure 10) as well: ages 20–29 (avg. 3.3), ages 30–39 (avg. 3.0) and ages 40–49 (avg. 3.9).

The needs (Figure 10) that had almost the same level of importance for all the age groups were:

- “to improve physical condition”: ages 20–29 (avg. 3.7), ages 30– 9 (avg. 3.9) and ages 40–49 (avg. 3.5)
- “to spend time with family / friends”: ages 20–29 (avg. 1.2), ages 30–39 (avg. 1.5) and ages 40–49 (avg. 1.1). This was also the most important need for the spa users of all age groups.

- "to pamper / reward oneself": ages 20–29 (avg. 1.6), ages 30–39 (avg. 2.0) and ages 40–49 (avg. 1.9)
- "to enjoy the entertainment offered by the spa": ages 20–29 (avg. 3.4), ages 30–39 (avg. 3.7) and ages 40–49 (avg. 3.8)

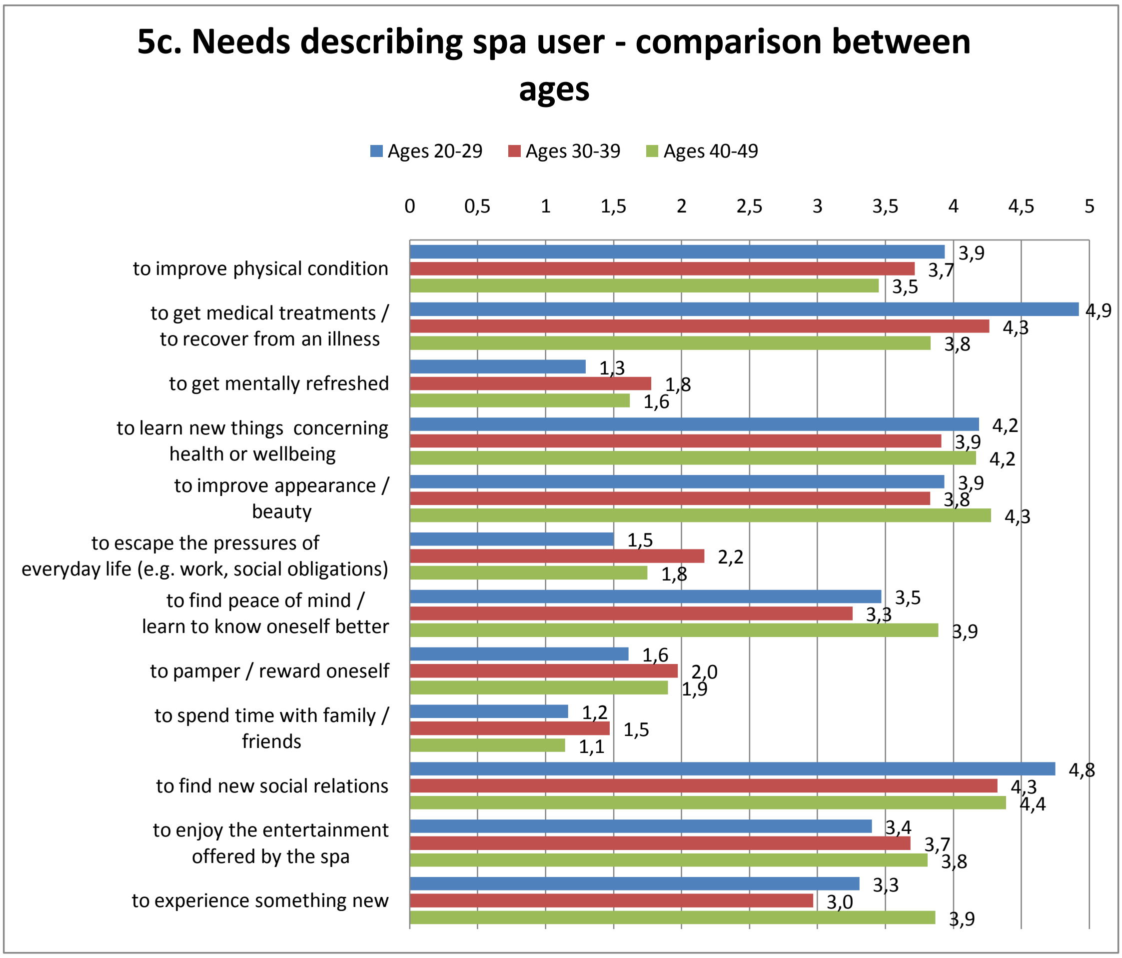

Figure 10. Needs describing spa user – comparison between ages. 1 = very important, 5 = no significance.

In question 6, Importance of factors in general when choosing a spa (Figure 11), the differences between the age groups were either bigger or more equal than in question 5.

There were many factors that were almost equally important for all the age groups, the most identical factors being (Figure 11):

- "diverse opportunities for indoor and outdoor activities: ages 20–29 (avg. 2.7), ages 30–39 (avg. 2.6) and ages 40–49 (avg. 2.6)

- “pleasantness of the public spa areas”: ages 20–29 (avg. 1.6), ages 30–39 (avg. 1.5) and ages 40–49 (avg. 1.4)
- “the spa has a certified quality system”: ages 20–29 (avg. 2.4), ages 30–39 (avg. 2.6) and ages 40–49 (avg. 2.6)
- “suitability for seniors”: ages 20–29 (avg. 4.1), ages 30–39 (avg. 4.2) and ages 40–49 (avg. 4.1)

The most important factors for all the age groups were (Figure 11):

- “diverse pool, sauna and steam bath facilities”: ages 20–29 (avg. 1.6), ages 30–39 (avg. 1.3) and ages 40–49 (avg. 1.2)
- “professionally skilled staff”: ages 20–29 (avg. 1.6), ages 30–39 (avg. 1.4) and ages 40–49 (avg. 1.4)
- “hospitable service”: ages 20–29 (avg. 1.2), ages 30–39 (avg. 1.3) and ages 40–49 (avg. 1.1)
- “comfortable accommodation”: ages 20–29 (avg. 1.6), ages 30–39 (avg. 1.6) and ages 40–49 (avg. 1.5)
- “cost”: ages 20–29 (avg. 1.7), ages 30–39 (avg. 1.8) and ages 40–49 (avg. 1.8)

The least important factors were (Figure 11):

- “diverse medical treatments”: ages 20–29 (avg. 4.3), ages 30–39 (avg. 4.3) and ages 40–49 (avg. 4.2)
- “opportunities to attend diverse lecture and conversation groups”: ages 20–29 (avg. 4.8), ages 30–39 (avg. 4.6) and ages 40–49 (avg. 4.7)
- “suitability for other groups with special needs”: ages 20–29 (avg. 5.0), ages 30–39 (avg. 4.5) and ages 40–49 (avg. 5.0)

The biggest differences between the age groups were mainly in location where older age groups appreciated easy accessability more than the youngest age group and where the youngest age group valued location in urban area more than the older age groups (Figure 11):

- “easy accessability”: ages 20–29 (avg. 2.4), ages 30–39 (avg. 2.1) and ages 40–49 (avg. 1.5)

- “location in atrractive environment”: ages 20–29 (avg. 2.6), ages 30–39 (avg. 3.0) and ages 40–49 (avg. 3.5)
- “location in urban area”: ages 20–29 (avg. 2.6), ages 30–39 (avg. 3.2) and ages 40–49 (avg. 3.8)
- “suitability for businessmen”: ages 20–29 (avg. 3.5), ages 30–39 (avg. 4.3) and ages 40–49 (avg. 4.6).

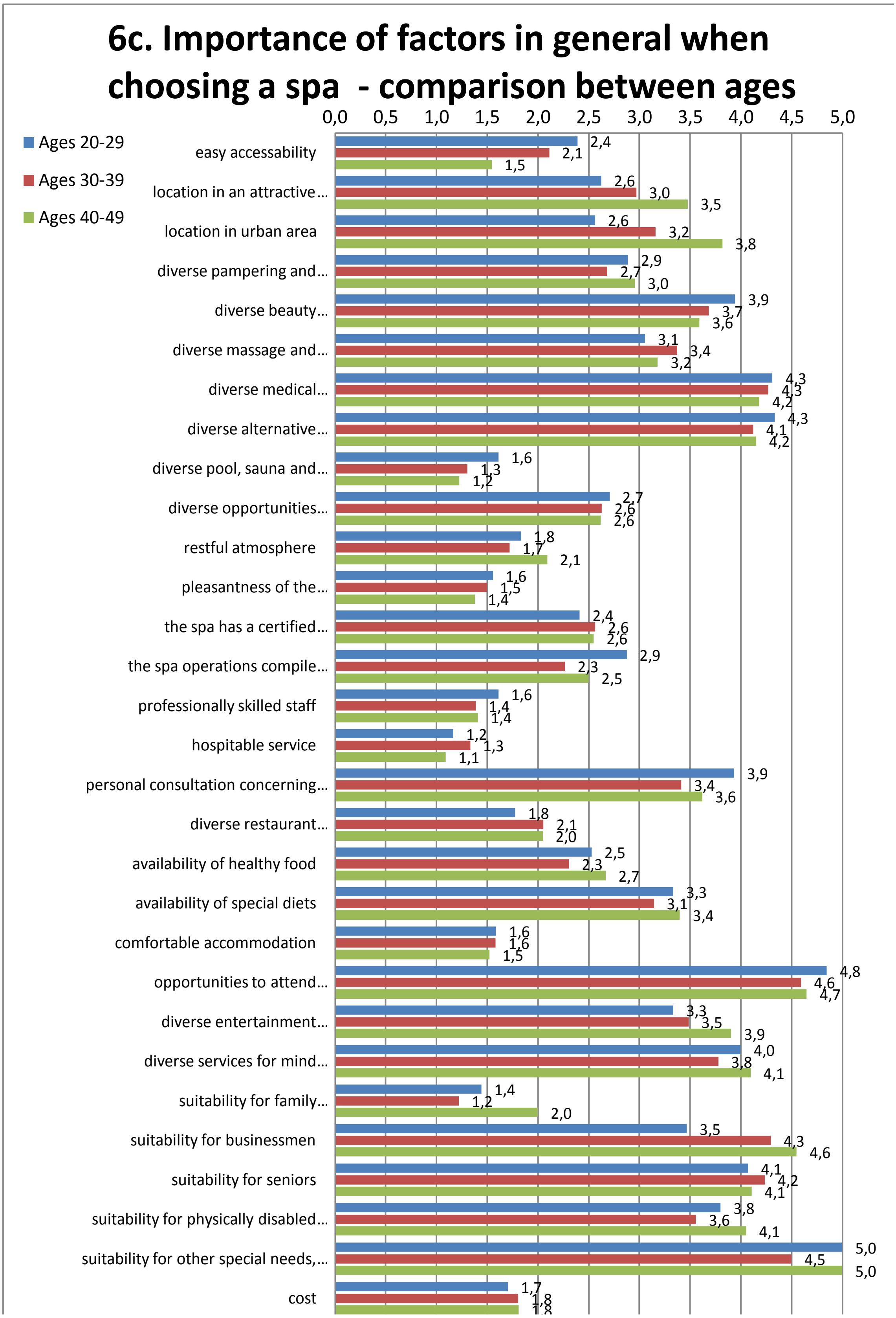

Figure 11. Importance of factors in general when choosing a spa – comparison between ages. 1 = very important, 5 = no significance.

4.5 Delights and disappointments

Service quality

Grönroos (2009, 103) has introduced the model of overall service quality. Based on this outlook the overall service quality is comprised of *technical quality* (what is the customer getting), *functional quality* (how is the customer getting it) and the *imago* (or part of it) of the company. Lehtinen (1983, according to Boxberg & Komppula 2002, 43) has in addition added *interplay quality* to the model. *Interplay quality* includes the interaction between the customer and the customer servant and it is related to *functional quality*. Most of the factors concerning service quality are related to interplay. The elements of service quality: reliability (ability to perform the promised service dependably and accurately), responsiveness (willingness to help customers and provide prompt service), assurance of service (knowledge and courtesy of employees and their ability to convey trust and confidence) and empathy all come up in interplay situations. (Ylikoski 2000, 308.) If the technical quality (*tangibles*) is good but the functional quality and the interplay between the customer and the customer servants or the company is poor, the overall quality in the eyes of the customer becomes poor as well. (Grönroos 2009, 428.)

Health and wellness tourism are more prone to service delivery and production problems than some other forms of tourism. Customers' expectations may be different from management's perceptions. There are not those treatments available which customers would prefer for example. Sometimes the management knows what the customers want but is either unable or unwilling to provide it for example by saving money on skilled staff. Sometimes the company promises more than it is able to provide. Sometimes cultural, age differences or differences in health condition between the staff and the guests create problems. There could be problems between management and the staff as well. (Smith & Puczkó 2009, 187.) The behaviour of the management, taking care of the well-being of the staff and maintaining clients all correspond to high quality of the company (Ylikoski 2000, 308).

Delighting customers and creating value

When creating a harmonious spa experience the use of design, colour, lightning, location of objects, greenery, views, music and scents all are important. When services and the environment do not support each other it can result in low satisfaction and lower the revenue level. Atmosphere however, can be created in many ways besides design and architecture. It is important that customers will remember and understand the main message of the visit. (Smith & Puczkó 2009, 182.) In order to remember the visit the customer has not only to be satisfied with the services but the services must create value for the customer. The customer could be completely happy with his visit but if the customer has not got added value from the visit he is not likely to return or to further recommend the services. (Boxberg & Komppula 2002, 43–44.) Generally, service oriented companies aim to support the processes and the functions of the customers in a value adding way for the customers. The staff members working with customer contacts are creating value for the customers. Other aspects for the interplay related quality despite the customer servants creating value for customers are: customers who are participating in the process, systems and operational routines and physical resources and equipment. If the customers find the systems or equipment that they have to use being difficult or confusing, they might evaluate the level of quality low. Everything else in the physical environment, such as the presence of other customers and staff members, signs and symbols as well as persons’ emotions, attitudes and previous experiences all affect the interplay and this way the level of service quality experienced by the customer. Quality has to be seen as customers experience it. (Grönroos 2009, 100, 410, 426–427, 436, 486.)

The customer is content when he is being served better than in general or when the customer is being delighted positively. Customers can be delighted with simple and basic matters. By offering friendly and flexible service and showing genuine interest in customer´s needs the customer can be delighted. Showing interest in customer’s matters can be seen also in the attitude of the customer servant. Fast service is appreciated by the customers as well. The poor service situation can be saved with good communication. It is important to take into consideration one’s gesture language, mode of speaking, thank the customer even for negative feedback and to fix possible mistakes as soon as possible. (Ylikoski 2000, 309–315; Grönroos 2009, 365.) It is furthermore important that the company won't promise too much to its customers. In marketing it must be made sure that no empty promises are given to customers. When customers' expectations are very high even though the quality offered by the company is high as well, the risk of the low level of quality experienced by the customers grows. When the company does not promise too much or something it may not be able to fulfil it is easier to delight customers and gain customer loyalty. It is neither necessary to delight customers in a way that increases customers' expectations. Customers can be delighted and customers' expectations can be surpassed whatever the level of quality is. It is also necessary to take into consideration that the customers' expectations are dependent on the customers' previous experiences and personal needs, which are affected by sociodemographic factors, as well as on the other aspects of interplay and functional service quality discussed above. Sometimes however, not even customers themselves are aware of their own expectations, nevertheless customers may still be disappointed with the quality or service even though they are not sure why is that. The service provider has to find out these *blurry expectations* of its customers in order to please the customers. (Boxberg & Komppula 2002, 48; Grönroos 2009, 106, 133, 142–143.)

There are many ways to delight wellness customers, making them feel special and by doing so making their stay memorable. Textiles could be eco-friendly, natural materials could be used, drinks and food in the minibar could be healthy as well as the meals being offered, made of local and seasonal ingredients. (Smith & Puczkó 2009, 193.) Another way to surprise customers and making their stay memorable is e.g. to have a special type of sauna for example an "Asian style sauna" since sauna have become a standard element in wellness facilities. Other ways to create unique experiences is creating a special atmosphere for example by lightning incense sticks by accordingly dressed worker or offering seasonal fruits for customers. (Smith & Puczkó 2009, 182.) Even in a busy hotel, the spa can be a place apart that promotes health and wellness (Cohen & Bodeker 2008, 31). Pilzer (2003, 57) and Smith & Puczkó (2009, 152) remind that the spa customers' first experience has to be positive. First time experience being positive encourages the customers to come back.

74.5% of the total respondents answered to the first part of question 7 (examples that have delighted) and 62.3% answered to the latter part (examples that have disappointed). In both cases matters concerning the level of service, pool facilities and tidiness scored the highest; 31.9% of the respondents felt that good service, cheerful and helpful staff had delighted them whereas 13.8% of the respondents had experienced rude or bad service that had disappointed them. 23.4% of the respondents had been delighted by spa facilities (e.g. smoke sauna, diverse pool facilities, outdoor pools, suitable pools for children) but 12.8% of the respondents hadn't been happy with pool facilities due noisiness or the temperature of the pool facilities or pools not being suitable for children. 19.1% of the respondents had been delighted by tidiness whereas 14.9% of the respondents had been disappointed with it. Peaceful and pleasant ambience, layout of the facilities or décor had delighted 17.0% of the respondents. Functional matters also scored high in both parts; 14.9% of the respondents had been satisfied e.g. with overall smooth and flexible functions of services, air conditioning and good signs/guides whereas the same number of respondents had been unhappy with such matters, including a Swedish respondent who hadn't been happy with the opening hours of a restaurant.

Matters that had both delighted and disappointed the respondents the most were:

- the level of service
- spa facilities
- tidiness
- functional matters

Other matters that had delighted the spa users:

- consideration for families with children (six respondents, 6.4%)
- the greenness or the nearby nature of the location (five respondents, 5.3%)
- spacious or functional room (five respondents, 5.3%)
- good food (four respondents, 4.3%)
- sports activities (e.g. free sports activities offered, four respondents, 4.3%)
- treatments (three respondents, 3.2%)
- skilled masseur (two respondents)

- location (one respondent)

Other matters that had disappointed the spa users:

- poor restaurant and food services (cold food, limited selection/supply, breakfast ending early, 14.9% of the respondents)
- worn out or small rooms (four respondents, 4.3%)
- worn out textiles or confusing facilities, such as finding the way or passing from facilities to another (three respondents, 3.2%)
- unskilled masseur (one respondent)
- location (one respondent)

Other following miscellaneous matters (eight answers, 8.5%) that had delighted spa customers are presented here as stated by the customers: *"a moment for relaxation after a massage in a purposed room, outside bar, treatment + nice background music and candles = peaceful entirety, perceived value for money, bigger rooms for families were reserved upon arrival, excellence: luxury in the middle of weekdays, few other swimmers".* Amongst other miscellaneous matters that had disappointed the spa customers (five answers, 5.3%) were: parking fees for hotel guests and lack of activities. As Ylikoski and Grönroos stated: customers can be delighted in simple ways. This is true when it comes to the clients of the spa hotel Holiday Club Caribia: based on the survey the customers of the spa hotel can be delighted just by good interplay and functional quality. With little additions to that a memorable visit can be created.

4.6 Spa experiences abroad

When asking about the *positive and negative differences* between the domestic spas and spa services used abroad (question 8), 22.3% of the respondents had responded concerning positive matters and 16.0% concerning negative matters. Only one of these respondents was foreigner (Swedish). The price level abroad was the most common factor (8.5% of all respondents) in positive matters language barrier being the most common answer (4.3% of all respondents) in negative matters.

Positive differences:

- price level (eight respondents, 8.5%)
- diversity of treatments and pools (four respondents, 4.3%)
- historical and unique settings (three respondents, 3.2%)
- better service (three respondents, 3.2%)
- tidiness (two respondents)
- opening hours (two respondents)
- quality and diversity (one respondent)

Negative differences:

- language barrier (four answers, 4.3%)
- poor service level (three answers, 2.8%)
- untidiness (three answers, 3.2%)
- modest settings (one respondent)
- weak level of the massage treatment (one respondent)

The Swedish respondent claimed in positive matters that there were no such commercial spas in his own country as the Finnish one was. In negative matters this respondent wasn`t happy with the opening hours: *"Restaurant is open longer and every day and places for everyone at the hotel in Sweden".*

4.7 Current spa visit at Holiday Club Caribia

The most common length of stay was 2–3 days (50.0% of the respondents). 29.8% of the respondents were staying for 1 day. 17.0% respondents were staying less than eight hours (no accommodation) of which six (6.4%) were from Turku or other nearby southern localities. The two Polish respondents had answered the length to be 8–14 days.

The most common companion during the visit was family (73.4% respondents), of which:

- 24 were families with 4 members (34.8%)
- 23 were families with three members (33.3%)

- nine were families with five members (13.0%)
- four respondents hadn't specified the size of the family (5.8%)
- four of the families were grandparents with grandchildren (5.8%)
- three were families with two members (4.3%)
- two families were bigger families also with relatives (seven and nine members)

The second most common companion during the visit was partner (17.0% of the respondents), third biggest was friends (6.4% respondents). Two of the respondents were alone and one respondent was accompanied by his working ability maintaining group. Most children in the visiting families (43.5%) were children under school age.

The average amount spent was 158€. Respondents, however, found it hard to estimate the total expenditure of the current visit by e.g. commenting it was difficult to estimate the exact expenditure and some did not answer to the question at all because of that or some of the respondents wrote *"plus the spending for food"* next to the estimation. 14.9% of all respondents did not respond to this question.

Most of the respondents (68.1%) were not planning to take any treatment. The average was 0.3 treatments amongst all the respondents. Eleven respondents (11.7%) had planned to take one treatment, five respondents (5.3%) had planned to take two treatments and one respondent had planned to take three treatments, 14 respondents (14.9%) had not answered this question.

4.8 Services meeting needs and expectations during the current spa visit

As stated before, the rate scale being used in this section (sections of question 13 in the questionnaire) is different from the rate scale used in the previous two sections (questions 5 and 6 in the questionnaire). The highest score in this section (question 13) is 1 (meets needs extremely well) as well as in the previous section whereas the lowest is 4 (does not meet needs). Number 5 was the option for "I don't know / have no experience" in question 13 but it was left out when analyzing the average numbers in this section for not skewing the results.

The two extra questions by Holiday Club Caribia are discussed here in the second last section of the question 13 in paragraph 4.8.5.

4.8.1 Location

In general, respondents were satisfied with the location, especially accessibility by car scored high (avg. 1.4, Figure 12), whereas attractiveness of the environment scored the lowest in this section (avg. 2.4). Less than 15% of the respondents had answered ”I don`t know / no experience” or had not answered at all to the questions in this section, except to the last question in this section (”accessibility by public transportation”, Figure 8) where the number for the ” I don`t know / no experience”- answers or for no answers at all was 45.7%.

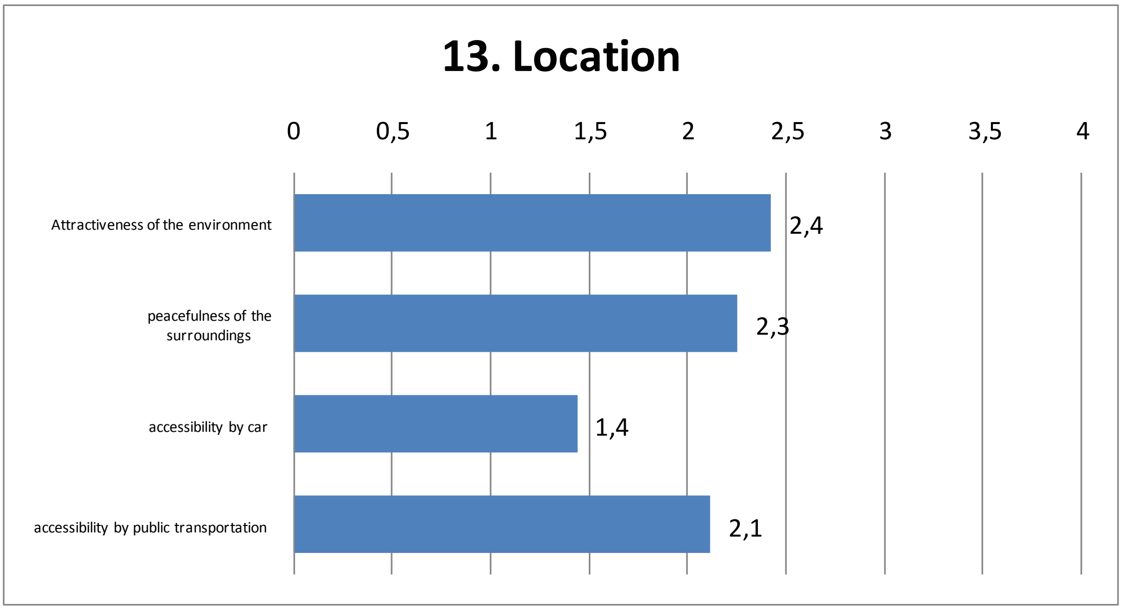

Figure 12. Location. 1 = meets needs extremely well, 4 = does not meet needs.

In development ideas (12.8% answers of all the respondents), however, many respondents claimed that the parking should be free for hotel guests. Better signing was also desired by two respondents. Other development ideas concerned direct transportation to city centre’s restaurants in the evening and from the bus and train station to the hotel. One respondent was wishing for ”*less cement in the parking area*” but had not specified further his comment.

4.8.2 Treatments and activities

There were only few respondents who had performed activities or taken treatments (less than 40% of the total respondents) and this could partly be why all the factors in this section of the question 13 scored relatively high (averages between 1.5–1.8, Figure 13).

13.8% of the respondents had taken a non-medical treatment (massages and foot or body treatments). 7.4% of the respondents had taken personalized activities that consisted of gym, water aerobics and one respondent had taken the work remedial tests.

29.8% of the respondents had taken non-personalized activities that in most cases consisted of mini golf but also of tennis, gym or badminton. 17.0% of the respondents had rated the treatment room although not that many had used it. According to the answers it seems that ”Relaxation therapies” was not specified clearly enough in the question and it had eight miscellaneous answers (8.5%) that consisted of ”*bath, pool”* and ”*massage”*. Special baths and special pampering body treatments can be considered as relaxation therapies offered in Holiday Club Caribia.

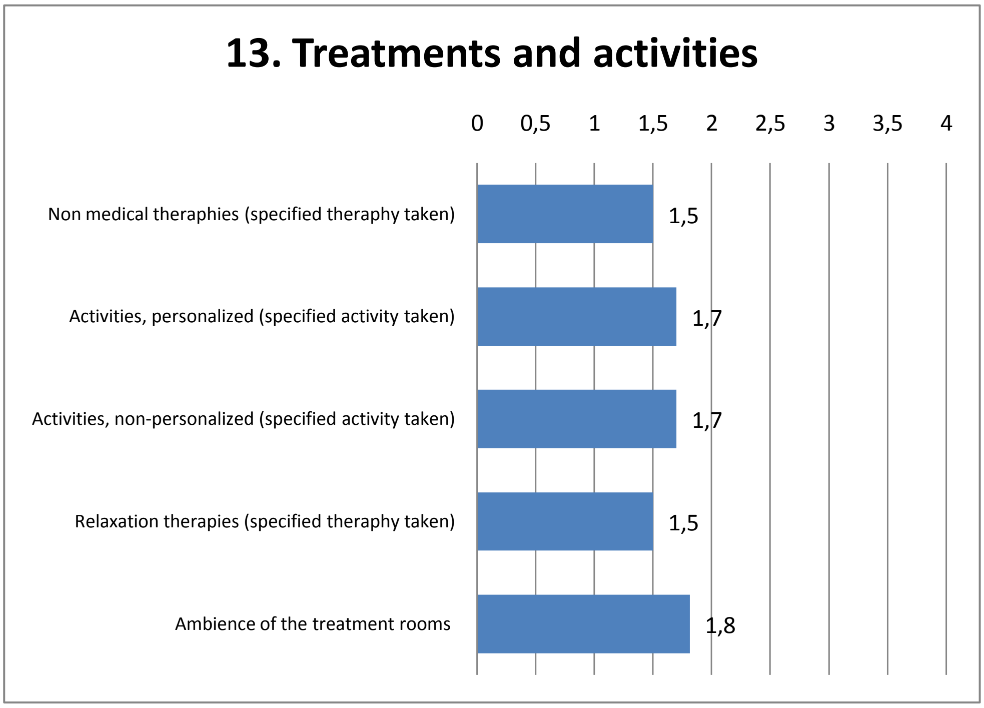

Figure 13. Treatments and activities. 1 = meets needs extremely well, 4 = does not meet needs.

There were only six development ideas concerning activities and treatments that were all different: two respondents suggested bowling as activity, one respondent wanted better equipment to the gym and another respondent stated that the current carousel gate system of the gym doesn't work well and suggested a bracelet key system to be used instead. One respondent would like the programme of water aerobics to be changed more often and that few times in a week there could be advanced exercises (more tough). According to the same respondent there are a lot of differences between the instructors of water aerobics.

4.8.3 Accommodation services (room & bathroom)

The respondents were quite satisfied with accommodation services of the hotel in general, especially with tidiness with an average of 1.8 (Figure 14). Room and bathroom size scored the lowest in this section with an average of 2.3 (Figure 14).

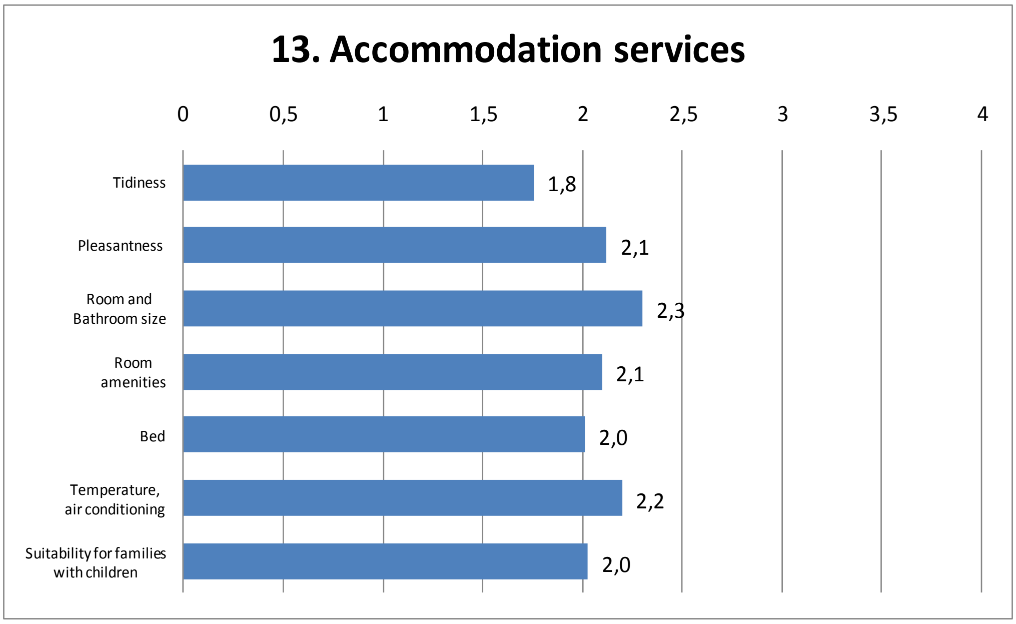

Figure 14. Accommodation services. 1 = meets needs extremely well, 4 = does not meet needs.

However, there were the most answers (28.7%) for development ideas in this section out of all the other development idea-sections of question 13. Most respondents claimed renovation is needed, especially interior textiles and colours, bed and bed linen should be renewed according to the respondents. Many respondents also claimed the room was too small, especially for those who used extra bed, and there was no air conditioning or it didn't work properly (you could not adjust it). Two respondents wanted more shelves to the cupboard and two other respondents claimed the movies were very expensive and there should be another cheaper option for those who stay longer. Other answers were: *"difficult to squeeze the soap out, double beds for those who want them, there could be two towels per person when visiting the spa often, you could turn one arm chair into a bed, the bathroom had not been cleaned upon arrival, the cabinet of the room had broken down, the toilet seat's cover was off, more hooks to hang".*

4.8.4 Food and restaurant services

This section of question 13 did not score as well as other sections; none of the factors scored less than 2. Quality of food, opening hours, ambience of the restaurants and appropriate food for children all scored the highest (avg. 2.1, Figure 15) in this section concerning food and restaurant services. The respondents were the least satisfied with the price level (avg. 2.6, Figure 15).

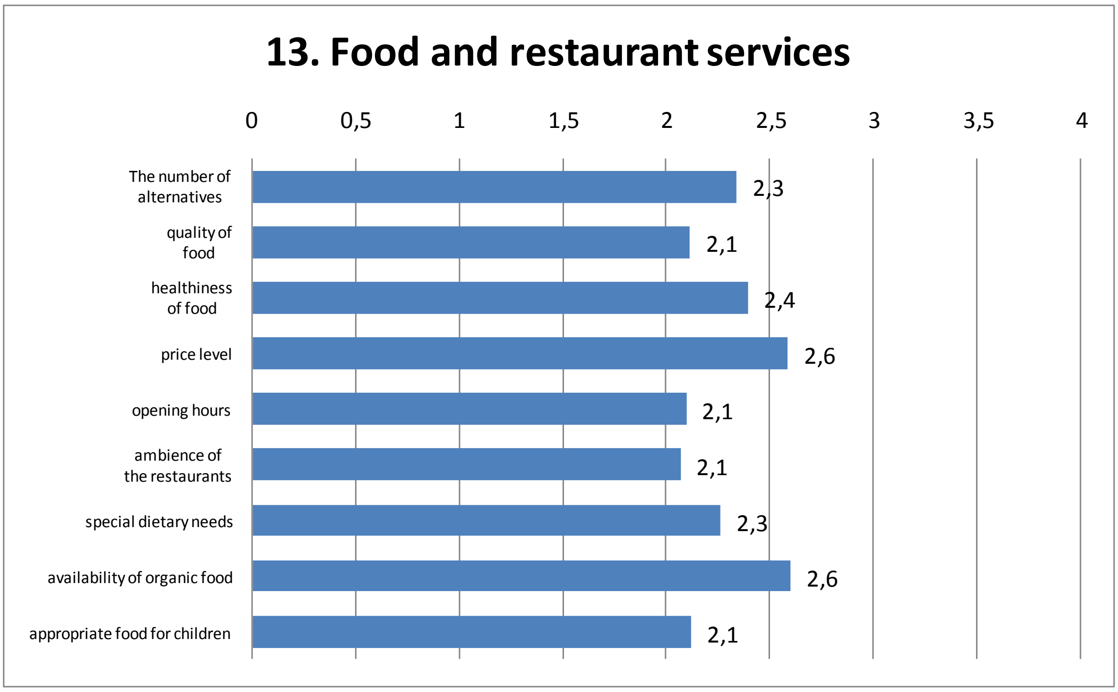

Figure 15. 13. Food and Restaurant Services. 1 = meets needs extremely well, 4 = does not meet needs.

23.4% of the respondents had come up with following development ideas concerning food and restaurant services:

- healthier food, diverse and wide-ranging food and menu (five respondents, 5.3%)
- opening hours not meeting customers` needs (four respondents, 4.3%)
- not meeting the needs of customers with special dietary (three respondents, 3.2%)
- more places to eat (two respondents)
- better quality (two respondents)

- more professional staff and service (two respondents)
- stand where to buy healthy snacks (two respondents)
- the option for potatoes wouldn't always be French fries (two respondents)

According to one respondent: "*For families with children the restaurant should open at 11 o' clock at the latest*." Other answers: "more chicken food options, there are no meals for children in Old Havanna, food services could be located on upper floor; provided with views to the nature / outside, the terrace in the front yard quite gloomy; could be much more pleasant".

4.8.5 Other services and service facilities

In general respondents seem to be satisfied with other services and level of service provided by the spa hotel Holiday Club Caribia. Matters that scored high in the section "Other service facilities and services" of question 13 were: "Pool sauna and steam bath services" avg. 1.8 (Figure 16) and Tidiness avg. 1.9 (Figure 16). Yet the in-house entertainment and culture services scored relatively poorly (avg. 2.7, Figure 12) and the lack of activities came up in various development ideas too.

Other matters that scored relatively low in the section "Other service facilities and services" were: "Suitability for other groups with special needs (avg. 2.4, Figure 16)" and "Nutrition" (avg. 2.4, Figure 16) in "Personal counselling" services": These matters may have scored low as they had few answers (Suitability for other groups with special needs 33.0% and Nutrition 29.8% of the total answers).

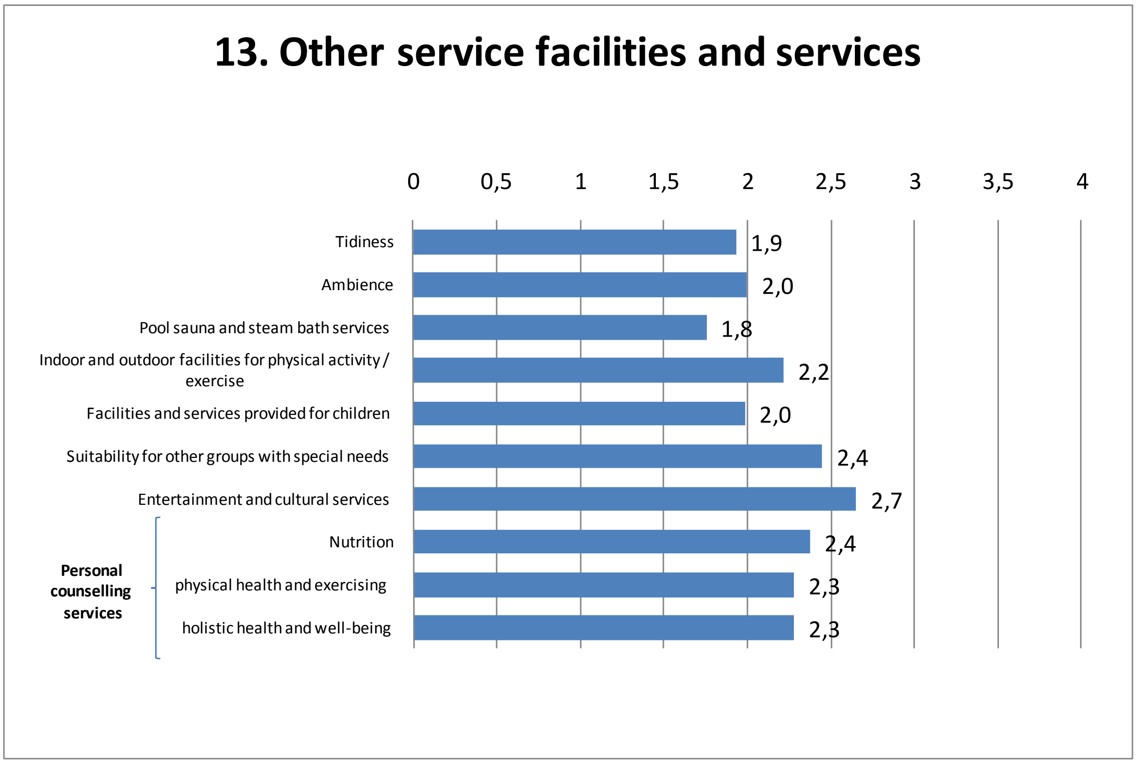

Figure 16. Other service facilities and services. 1 = meets needs extremely well, 4 = does not meet needs.

Some of the 11 miscellaneous development ideas concerned:

- signing / guides (difficult to find your way around the facilities)
- lack of activities
- functional matters of the facilities (”entrance to outdoors through indoor pool facilities, the access to the changing rooms through washing/shower area”).

The rest of the comments were:

- *”more music”*
- *”longing to dance in a restaurant where the children could also stay in the evening”.*
- *”The quality of air was extremely bad in children’s game room”. (one respondent)*
- *“There should be medium price” lunch and dinner places and restaurant/food supply from pub to gourmet.*
- *”the tiling in the pool facilities could be renewed”*

- *”the footwear in the pool facilities could be provided by the hotel”*

Bowling, as suggested earlier, was suggested here by two respondents. One respondent again discussed the issue of the parking fee. He suggests adding the parking fee to the room charge when making the reservation.

Suggestions regarding services for families with children

In the extra question by Holiday Club Caribia, the top wish (half of the 12 answers, 12.8%, altogether) of families with children is a play ground outside of the spa as well as instructed activities such as gymnastic exercises, a performing magician or a disco. Many respondents also claimed there is no slide in the pool facilities for day nursery-aged children. Other suggestions included: more options for the children’s menu and separate facilities for older and younger children.

Interest for spa packages including activities in the nature

In the other extra question by Holiday Club Caribia, 44.7% of the total 94 respondents were interested in spa packages which would include activities such as the given activity examples in the question; fishing, canoeing, sailing, hiking, skiing. 16.0% respondents mentioned sailing and sea side/boat excursions as well as canoeing. 12.8% of the respondents were interested in hiking and 4.3% of the respondents in skiing. Horseback riding was mentioned three times (3.2%) as well as walking excursions to nearby attractions/ historical locations. Other ideas that the customers came up with were: climbing, ATV safaris, summer activities, archery, floating in the rapids, group exercise and entertainment outside tracks. One respondent stated, however, that these activities should be of a reasonable price.

4.8.6 General level of service

The respondents were especially satisfied with good customer service; “Friendliness and courtesy of the staff” avg. 1.5 and “Quality of service” avg. 1.8 scored the highest in the section “General level of service” (Figure 17). Perceived value for money on the other hand scored the lowest (avg. 2.3) in the same section. This question had no development ideas-section.

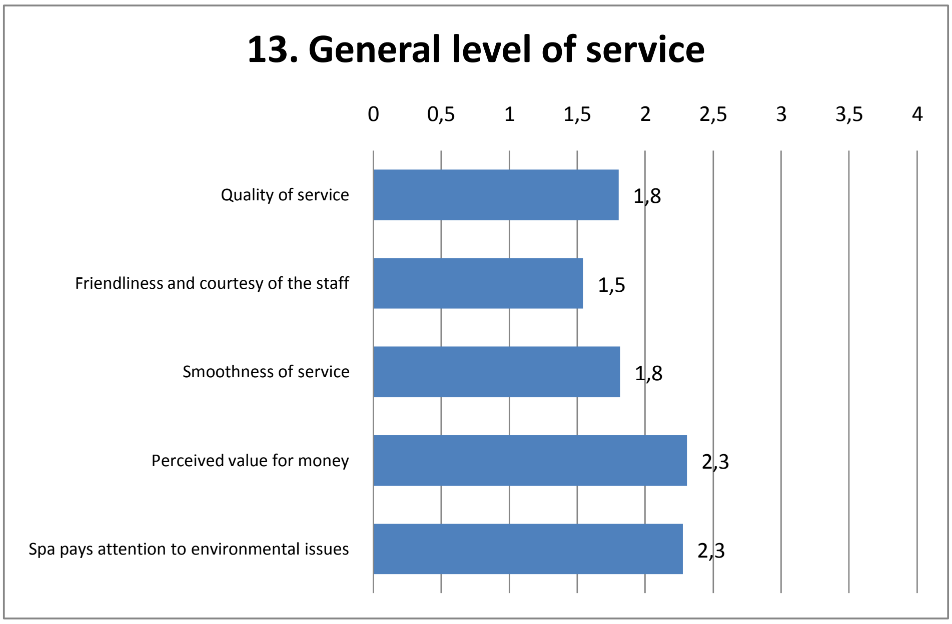

Figure 17. General level of service. 1 = meets needs extremely well, 4 = does not meet needs.

4.9 The greatest asset and the biggest weakness of the spa

Only six (6.4%) respondents hadn't answer to the question 14 (greatest asset of the spa) whereas 26 (27.8%) hadn't answer or could not come up with negative sides of the spa hotel (question 15). The answers in the question 15 were more diverse than in question 14. Furthermore in this question the respondents named mostly more than one factor. The five biggest assets and weaknesses are presented in figures as well (Figures 18 and 19).

Diverse pool facilities combined with warm water and air are seen as the ultimate asset of the spa (43 answers out of the total 88 answers, Figure 18). Location also scores high (25 answers, Figure 18) and consideration for families with children (22 answers, Figure 18). Good Service and staff got 10 answers (Figure 18), tidiness 7 (Figure 18) and facilities in general 6 answers. Sports (e.g. water aerobics many times a week), room and food & restaurant services were considered assets of the spa hotel too (two answers each). Other miscellaneous answers (13, 13.8%) included descriptions such as: *“suitable for all ages, diversity, all the services under the same roof and peacefulness”*.

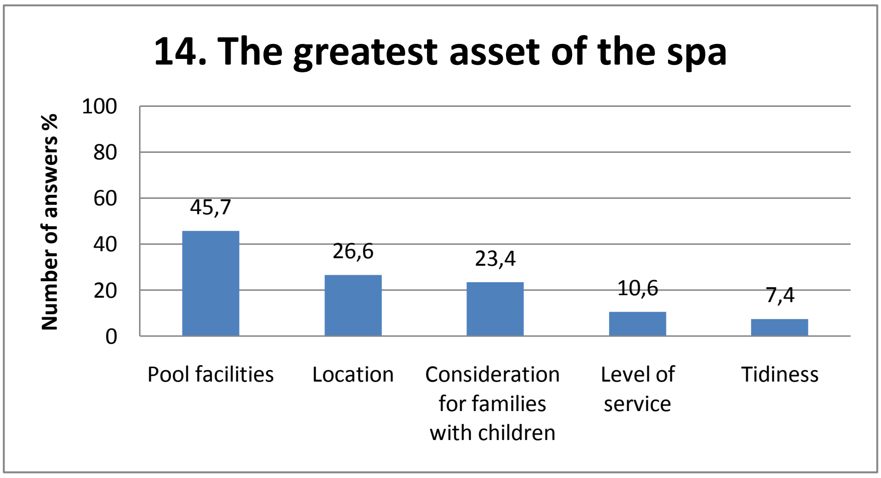

Figure 18. The greatest asset of the spa.

The room got 11 answers regarding the size, price, bed linen, soundproofing and general appearance making it the biggest weakness of the spa hotel (Figure 19). One of the respondents stated:”*A bigger family has to reserve two rooms which means double price as well.”* The general appearance of the facilities and especially the fitted carpets were considered a big weakness, too (7 answers, Figure 19). Many of these respondents said a refurbishment of the facilities was needed. However, food and restaurant services were considered the second biggest weakness of the spa hotel (10 answers, Figure 19) with low quality of food, high prices or narrow selection. Four of these answers concerned the cafeteria functions in the facilities *(”poor, closed, there is no proper cafeteria”).* Price level got 7 answers (Figure 19), especially food services and treatment prices (two answers each), although the prices were considered equivalent to the domestic price level, were considered expensive. Pool facilities got 7 answers (Figure 19) as well and the reasons were all different; two respondents claimed there is no slide for children aged 4-6; only for younger or older children, other reasons being: no jumping possibility, too small spa, too deep pools, not enough sauna options and untidiness.

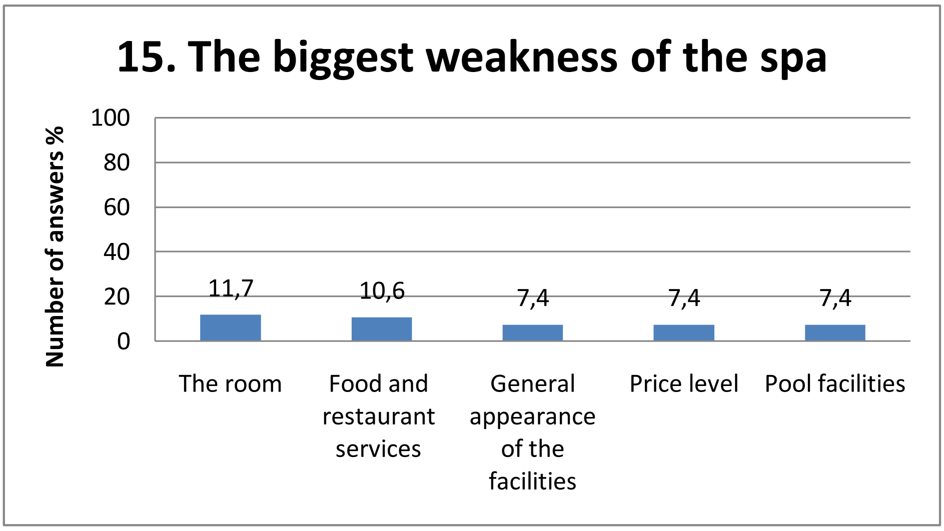

Figure 19. The biggest weakness of the spa.

Service and staff got four answers (4.3%, e.g. not willing to serve). Two of the respondents claimed there are too few members of staff. Quality of air, lack of air conditioning or air conditioning not working well (not able to control it) got four answers (4.3%) as well. The lack of activities for children and a playground was named by two respondents. Parking fee got three answers (3.2%). One respondent said the parking fee could be added to the room bill, separate fee being annoying just when you access the hotel. Other matters that got two answers were: bad signs/guides, difficult access to the spa facilities, the view from the room towards cemetery, opening hours (restaurants should open earlier and be opened on Sundays), difficult access to the play fields and to the backyard bar through pool, lack of activities. Other separate answers were:*”the name Caribia promises much more than actually is able to offer, no hair dresser, low quality, bad internet connection and too few pc terminals, ambience, timing of cleaning, the food services located in the bottom floor, location of changing room behind the washing room (feet get wet)”*. One respondent stated he had been to the spa hotel six times and this was the last time his was there because the level of quality has decreased and the price level has increased.

4.10 Description of ideal spa experience in the future

35 (37.2%) respondents had answered to the last open question (question 16). Some of the answers however, were also general feedback or development ideas for Holiday

Club Caribia. The most common factors that were mentioned in most answers (14, 14.9%) were a location close to nature, lush and calm scenic environment and clean unhurried atmosphere. Big, clean, diverse pool facilities with outdoor pools came up in many answers as well (11 respondents, 11.7%). One respondent would like to have proper facilities for children and proper facilities for relaxation and quietness in her dream spa. One respondent stated that the expectations vary regarding the spa and the travelling company: *"With small children a place with water park like Caribia is a good option. Personally, I would be interested in a peaceful spa close to nature, where there would be e.g. yoga, treks and colour therapy offered"*.

Diverse and healthy food (10 respondents, 10.6%) was mentioned in many answers, too, as well as instructed activities, also sports and outdoor (9 answers, 9.6%). Luxurious and spacious facilities and rooms with balcony (9 answers, 9.6%) were on the wish list of many respondents. Furthermore entertainment services and activities for children were mentioned many times (8 answers, 8.5%). Opening hours (late, holidays) came up in few answers (3, 3.2%). Child care possibility was mentioned in 2 answers and hospitable staff in 4 answers (4.3%). Relaxing treatments of a high quality was mentioned twice as well. Parents would like to have time for themselves, too, e.g. by pampering themselves with a treatment, having a late night swim in the pool or watching a movie. Other miscellaneous matters that were mentioned in the answers were e.g.: "*music in public areas, the price should include as many services as possible, peaceful garden area with easy chairs for relaxation, spa packages around a certain theme e.g. Christmas (swimming in candle light etc)"*.

One respondent sums up quite well the factors of various answers mentioned above: *"A spa should offer luxury for senses as well as for the body in the middle of weekdays. No ordinary rooms: beautiful textiles and colours, space for sitting. Cafés and "life" in the lobby facilities. The customer service has to work, no long lines. The treatment facilities should be of a very high quality. A lot of attention must be paid on the food: the diverse use of fresh fruits and vegetables. The breakfast supply has to be diverse."*

4.11 Conclusions and suggestions

In general customers were fairly satisfied with the services of the spa hotel Holiday Club Caribia. Especially the location was considered good and the pool facilities diverse (layout, pools, temperature) although they had some complaints and development ideas as well. Also local people use the services of the hotel, in their free time (pool facilities, instructed water aerobics, restaurants). Customers seem to be especially happy with the general level of service in Holiday Club Caribia, although the level of service had many complaints especially in food and restaurant section and some complaints about the situations in the reception as well. Consideration for families with children was appreciated by the customers although some respondents were not happy with the pool facilities offered to children or with the accommodation (too hot, small rooms). Although customers stated that the common facilities and the rooms were worn out, which was the third biggest weakness of the hotel, but the tidiness in accommodation facilities scored high. The biggest weakness of the hotel according to the customers was the hotel room (worn out, small size, price level) followed by food and restaurant services (narrow selection, quality, price level).

The highest scored services in Holiday Club Caribia (question 13, sections that had more than 40% of the total answers) were:

- av 1.4 ”accessibility by car” (section: Location, Figure 12)
- avg. 1.5 ”Friendliness and courtesy of the staff (section: General level of service, Figure 17)
- avg. 1.8 ”Pool, sauna and steam bath services (section: Other service facilities and services, Figure 16)
- avg. 1.8 ”Tidiness” (section: Accommodation services, Figure 14)
- avg. 1.8 ”Quality of service” (section: General level of service, Figure 17)
- avg. 1.8 ”Smoothness of service” (section: General level of service, Figure 17)

The lowest scored on the other hand (question 13, sections that had more than 40% of the total answers) were:

- avg. 2.7 ”Entertainment and cultural services (section: Other service facilities and services, Figure 16)
- avg. 2.6. ”Price level” (section: Food and restaurant services, Figure 15)
- avg. 2.4 ”Healthiness of food” (section: Food and restaurant services, Figure 15)
- avg. 2.4 ”Attractiviness of the environment” (section: Location, Figure 12)

Sections that had the most ”I don`t know / no experience”-answers or sections that had less than 40% of the total answers were:

- All answers in section: Treatments and activities (Non medical therapies, Activities personalized, Activities non-personalized, Relaxation therapies and Ambience of the treatment rooms, Figure 13)
- ”Suitability for other groups with special needs” (section: Other service facilities and services, Figure 16)
- ”Nutrition” (section: Other service facilities and services; Personal counselling services, Figure 16)
- ”Availability of organic food” (section: Food and restaurant services, Figure 15)

When it comes to the importance of factors in general when choosing a spa (question 6, Figure 7), hospitable service scored the highest but was not mentioned in most of the answers of the future ideal spa unlike other matters that scored high like “pleasantness of the public spa areas” and “diverse pool, sauna and steam bathing facilities” which were considered important in the future dream spa too. It could be that service of a good quality is considered a norm in hospitality industry and it`s what the customers expect, especially in their ideal spa, and that`s why it may have not come up mentioning apart. Cost was considered relatively important factor in general when choosing a spa (avg. 1.9, Figure 7), but it was not one of the most important factors. However, customers are not happy if the perceived value for money is low, as it came up in few cases of this survey as well (e.g. food and restaurant services and accommodation). The price level of the food and restaurant services in Holiday Club Caribia was considered relatively high (avg. 2.6, Figure 15). Diverse culture and entertainment services were not rated very high in factors in general when choosing a spa (avg. 3.5, Figure 7) but in the development ideas concerning Holiday Club Caribia many respondents had complaint there were not enough activities or entertainment. In the ideal spa description entertainment services and activities were seen quite important as well, scoring fourth and fifth in the wish list.

The most important factors in general when choosing a spa (question 6, Figure 7) were:

- avg. 1.2 “hospitable service”
- avg. 1.4 “pleasantness of the public spa areas”
- avg. 1.5 ”diverse pool, sauna and steam bath services”
- avg. 1.5 “professionally skilled staff”
- avg. 1.6 “comfortable accommodation

Out of those factors customers were quite satisfied with the ones in Holiday Club Caribia, especially with the level of service and pool facilities which were considered as the greatest assets of the spa hotel. The accommodation services nevertheless, were considered the biggest weakness in Holiday Club Caribia.

As stated before, comfortable accommodation and suitability for family with children were important factors in general when choosing a spa and these came up also in future dream spa description. However, many parents would like to go to spas on their own or without children or to have some time for themselves too. Holiday Club Caribia could well become the dream spa of families with children with few improvements. Besides the development ideas suggested earlier, offering bigger functional rooms for families with children, special services (e.g. wide and healthy selection on children`s menus) and child care possibility (e.g. seasonal, on request), the spa hotel would surely increase its already big popularity amongst families with children. Surely many parents would appreciate the opportunity and would gladly pay to have a little time on their own. For older children this could also be arranged e.g. by organising some activities (e.g. seasonal puppet show, instructed gymnastics with music) during some days or hours of the week when in the meanwhile parents could enjoy their time off.

By renovating and fixing up the facilities and accommodation, by investing to skilled and hospitable staff, facilities and environment, e.g by improving the matters and services that came up above and in customers` dream spa description: converting the outdoor (pool) yard slightly more pleasant and greener, by offering more activities (e.g. evening and outdoor activities) and by offering improved services equivalent to the quality (parking fee, food and restaurant services, accommodation) Holiday Club Caribia would increase meeting its customers needs and bring increasing value to its customers.

Presented in the article of Maikkula (2005, 25), there are two trends of wellness; on one hand services are more tailored, based on the personal needs of the customer and on the other hand the mass markets of wellness are growing. Spas and health clubs are examples of mass-wellness and personal trainers or private healthcare services represent tailored mental and fitness improving services. In Finland tailored services are still slender. Growing mass services are services directed for groups, e.g. workplace health promotion courses. Also Holiday Club Caribia offers health promotion courses (Eskelinen 5.4.2009, presentation). In groups individuals needing same kind of services are brought together. In the future also families could be part of this. (Maikkula 2005, 25). Suontausta & Tyni (2005) highlight the services of wellness tourism being personal and that’s why special attention ought to pay on high quality of wellness services. Smith & Puczkó (2009, 222–223) elicit the importance of packaging in health and wellness tourism. According to Smith & Puczkó (2009, 222–223) wellness tourists in general seem to like pre-selected packages which however, include some flexibility and freedom of choice. There could be for example pampering and relaxation packages where one can add further treatments or fitness activities. In order to feel cared and safe, the packages need to include some pre-care; e.g. advice about treatments or preparation for treatments. It is a good way to use customer’s profiles for recommending a package. This way the customer feels being catered as an individual even though there wouldn’t be many package options available. There could be for example Anti-stress, Mother, Mother and Daughter or Couple’s packages. (Smith & Puczkó 2009, 222–223.)

The small additional services built around sauna do not necessarily always require large investments and they increase revenue. These additional services e.g. added to the product packages could be vitamin cocktails, fitness-salads or counselling services. Based on the results of survey it was found out that foreign customers expect healthy food on their well-being holidays in Finland. A concept called Sauna & Fitness which includes sauna, exercise programme such as Nordic Walking and massage could be a potential product. Bringing out fitness destinations and especially Nordic Walking in the supply of well-being products would diversify the supply and give it an authentic Finnish special characteristic. However, it must be taken into consideration that the activities should be aiming for relaxation and taking care of oneself rather than active sports. (MEK 2008a, 14–15 [accessed 7.7.2009].)

If spas marketed their theme packages in their general marketing, they could stand out better from each other. At the moment the spa supply is very homogeneous. There should be a clear difference between family spa packages and pampering packages in the supply and marketing. The difference can be realized e.g. by creating proper calm pool facilities for the well-being traveller. (MEK 2008a, 15 [accessed 7.7.2009].)

Holiday Club Caribia could design packages especially for families and as it is more popular to exercise in the fresh air rather than in a stuffy gym (Smith & Puczkó 2009, 242) Holiday Club Caribia could develop some outdoor packages that came up in the customer survey as well. The spa hotel could also think about the small revenue increasing additional services built e.g. around sauna. Special consideration and attention should pay on meeting the needs of foreign customers and well-being travellers by e.g. with well planned marketing, offering healthy food and proper quiet section in the pool facilities.

It seems, according to this survey, that one of the most important factors to visit spas in the future in Finland will continue to be: “spending time with family / friends” (avg. 1.3), “to get mentally refreshed” (avg. 1.7) and to “pamper / reward oneself” (avg. 1.8) which scored the highest in question 5 describing the spa user`s needs (Figure 2). Respondents` descriptions of the ideal spa experience in future confirm the increasing needs for pampering onself and to get mentally refreshed: taking time for oneself was the wish of many respondents. According to the description of the ideal future spa answers, most of the respondents would like to stay in a clean and calm spa hotel with a pleasant layout, accommodation and décor, close to the nature with services of high quality. Eventhough the typical Finnish commercial spas will continue to be important especially for the Finnish families and, being different from the spas in their home countries, they are appealing to many foreign customers, there seems to be a greater need for spas contributing to well-being and healthiness in Finland with peacefulness, greenness, spacious and luxurious facilities, diverse and healthy food services, treatments and activities (also instructed and outdoor). Unfortunately the price level is still often being the obstacle in Finland for that kind of level of services for the customers to use.

5 HEALTH TOURISM NOW AND IN THE FUTURE

The Spa expanded to a lifestyle in the 21st century including spa design at home and since 2008 due the first spa lifestyle real estate project it is now possible to live the spa lifestyle e.g. in Miami (Cohen & Bodeker 2008, 74–77). The wellness industry of today already covers business of e.g.: vitamins, nutritional supplements, cosmetic plastic surgery, genetic engineering, cosmetic dentistry, preventative medicine, health insurances, fitness clubs and equipment, health food products and restaurants and weight loss products which by the 21st century in USA had $ 200 billion in annual sales. (Pilzer 2003, 29.) According to Pilzer (2003, 29) a major growth is to be expected further on. Suontausta & Tyni (2005, 229) introduce various different branches where wellness has integrated into such as Social and health, Culture, Technology, Physical Exercise, Beauty, Tourism, Medicine, Food and Entertainment. They state that those aspects should be taken into consideration in the future research and the development of wellness (Suontausta & Tyni 2005, 45). The globalization of marketing health tourism may slow down and health tourism may become less standard than in other types of tourism as the terms and understanding of the terms (just copying and not adapting them) vary country-by-country. (Smith & Puczkó 2009, 228.)

The aging population is increasing significantly. The older age group is more active wanting to improve their health and they also have good economical resources for it. The future seniors are also more trendy, demanding and critical as consumers than the current seniors. (Ahtola 2002, 19; Pilzer 2003, 42–43; Suontausta & Tyni 2005, 48– 49; Tourism Trends For Europe 2006, 1–2.) The Baby Boom Generation, people born after World War II between years 1946 and 1964, is one of the biggest consumers of wellness as this generation refuses accepting the aging process. (Pilzer 2003, 41–42.) This generation has also contributed to the growing popularity of wellness-lifestyle. (Suontausta & Tyni 2005, 49). Pilzer (2003, 43, 47) is estimating that later on also other generations will continue with the same proactive approach to wellness and wellness in general would become a necessity as with time also e.g. TV and PC have become. Also ISPA (2008, according to Smith & Puczkó 2009, 261) estimates that spas as a leading leisure industry, have the staying power similar to e.g. cruises, skiing and golf. According to Pilzer (2003, 56) thanks to the growing and changing economy also the wellness industry will grow. More people are able to afford spas and increased prosperity also stimulates health issues to which spas can respond. (Cohen & Bodeker 2008, 79; Smith & Puczkó 2009, 264.) The younger travellers are important as well. The young can increasingly afford to travel and the family ties and increasing single households are boosting it as well as the example of the baby boomer parents. (Tourism Trends For Europe 2006, 2–3; Cohen & Bodeker 2008, 78.)

In Europe, due to the law-making of the EU all citizens are entitled to treatments throughout the whole union area which has forced as well as created a possibility to develop health tourism. (Maikkula 2005, 26.) Spas can play a key role as the popularity of wellness-services as preventive health care is increasing partly because in many countries the waitlist to access the public healthcare services is long, the services may be expensive and the Western medicine is on an illness model treating illnesses rather than enhancing well-being on a preventive approach. The life expectancy of the population is constantly increasing and people are taking more care of themselves. Wellness has transformed into a lifestyle and as it used to refer to focusing on beauty, pampering and fitness but currently, in addition to them, it also refers to relaxation, spiritual and natural healing principles. (Suontausta & Tyni 2005, 49; Cohen & Bodeker

2008, 15–16, 79; Smith & Puczkó 2009, 140, 181.) Holistic principles are filling the hotels especially in countries where wellness-based lifestyles are well understood, such as in Germany, Austria and Switzerland and in the USA. However, even though the focus now for spa goers is on stress relief and fitness has always been significant for health and wellness, the number of especially women having anti-aging cosmetic treatments, surgeries, healthy nutrition, diet and weight loss is increasing and becoming more important. (Smith & Puczkó 2009, 181, 262.)

According to the approach presented by Maikkula (2005, 25–26) the goals of wellness; well-being and balance can be found everywhere. Accordingly in a restaurant wellness can contain besides the healthy or delicious also e.g. taking into consideration the well-being of the clients as well of the staff and contribute sustainable, ethical and ecologic thinking and design (e.g. Stress Free Area with specific colours and materials). In Finland this can be for example an outside terrace with beautiful view and relaxed people. In Japan even interior design and the display of food are aiming for the well-being of body and mind. Japanese people also live the longest in the world thanks to their diet. (Maikkula 2005, 25–26.) In Asian countries many spiritual activities such as yoga are more integrated into everyday life than they are in most Western countries (Smith & Puczkó 2009, 6).

Nowadays individuality and small communities so called kinship are highlighted. That's why wellness also has narcissistic features and partly experiencing well-being in communities. Now visits to the beauty salons are often made along friends. (Maikkula 2005, 25). Visiting spas is likely to become even more of a social experience as it was historically in Roman times. Although many visitors go to spas alone to get away from their everyday routine; at least half value time to be alone and most Americans and Canadians visit spas alone, there is a growing number of e.g. couples, families, group of friends and business tourist groups going to spas. (Smith & Puczkó 2009, 134, 262.) In the questionnaire of Holiday Club Caribia, many of the Finnish contestants stated they would like to have time on their own as well although most answers were travelling with their families.

Some of the indigenous traditions and techniques are becoming more and more valued in modern spas and spas expand to include emotional and spiritual activities as well as physical ones. (Smith & Puczkó 2009, 6, 23.) Tourists are also becoming keen to visit the homes of certain practices and traditions like Ayurveda and Thai massage. (Suontausta & Tyni 2005, 249; Smith & Puczkó 2009, 23). Sustainability with supporting local business and using organic products and materials is now a trend in spa industry as well. In treatments local ingredients are being used, many skin companies try to avoid non-environmentally friendly products, the use of recycled and organic materials (e.g. flooring in the furniture or toilet paper), use of non-toxic substances for interior, recycling and purifying water. (Smith & Puczkó 2009, 272.) Cohen & Bodeker (2008, 82) state welcomed changes could be for example water that would no longer need to be chlorinated and cleaner food. According to Cohen & Bodeker (2008, 79): “Because spas renew the body, mind and spirit of consumers, they understand that a healthy planet is necessary for optimum results”. Spas will be more healthy and eco-friendly and spas in natural setting will become even more popular. (Cohen & Bodeker 2008, 79.)

Spas are creating new distribution channels and the customer segments are different which also helps to expand the clientele. Urban spas and wellness centres are on the increase. One of the most recent products is the development of wellness or holistic cruises that include i.e. spas, saunas, beauty salons, healthy and organic food, yoga classes, specialist lectures and workshops. Massage holidays are offered for those who want to learn massage or new forms of massage. The interest for healthy nutrition and food in wellness destinations and in spas appears as menus designed by well-known chefs, cooking books and the increasing demand for nutrition counselling. More people are also organizing holidays around spa cooking courses and lessons. This trend enables spas and even restaurants to specialize. (Suontausta & Tyni 2005, 247, 249; Smith & Puczkó 2009, 244–245, 265.)

In addition to the growth of spas in business and conference hotels, there is also a development in wellness treatments in the transport industry to make travellers more comfortable and recover from their journey more quickly as well as a development for mobile spas used for parties and office workers. Fusion treatments are becoming more popular. Online wellness programmes along information sites, journals, books, CDs and chat rooms are on the increase. (Smith & Puczkó 2009, 264, 266–267.) People increasingly see spa visits as necessity rather than a luxury or vacation treat. The wellness travellers expect ever more from spas and wellness centres and they want updated information, innovations and results from the services they have attended. Spas will need to focus more on hospitality. Spa staff needs to be “experience and memory makers”. This can happen with personalized service where there are WOW moments. However, when it comes to e.g. treatments, it is better to do a few things well than to think that more is better. (Suontausta & Tyni 2005, 249; Smith & Puczkó 2009, 261, 264.) In new spa trends each five senses are taken to new levels and people no longer want just to relax, they want to change. (Cohen & Bodeker 2008, 80–81.) Emotions, alternative medicine and indigenous practises will be more combined with medicine and spas. (Suontausta & Tyni 2005, 71; Cohen & Bodeker 2008, 80–81.)

The future of the global spa industry looks good as long as demand continues to grow but quality supply shouldn’t exceed demand. Excessive building of spas and lack of differentiation could cause saturation. Costs could become high due high energy costs or labour shortage. Spa experience could become less meaningful if indigenous practices are not honoured or if large brands focus primarily on making profit ignoring the spiritual side of spas. (Cohen & Bodeker 2008, 80–81.)

6 IN CONCLUSION

The ILIS-customer survey was extensive and some questions did not get many answers. In the beginning of the survey the expectations were high also for having more foreign respondents than it was gained in the end. In order the responsive amount to have been higher some of the open questions could have been executed as interviewing the customers. However, this would have needed more resources and time which were both limited and many customers preferred taking the survey with them in order to fill it in later when having more time. The estimation scale should have been planned more carefully and the same estimation scale should have been used in all questions (1–5, 0 being I don't know / No experience) as it was quite confusing for customers as well as for myself when coding the answers. This way also the answers could have been compared better between different questions. Some questions also would have needed more specified describing, such as "Baths, relaxation and other special treatments". Respondents did not clearly understand what exactly was meant by that description and this showed as answers that I was not expecting. The survey process was long and demanding as well as writing professional English. I am however, pleased to have been part of this interesting European project, I gained a lot of new experiences, learnt a lot and I now understand the diversity of health tourism.

The ILIS-customer survey results were similar with the results of the hotel's own surveys and confirmed some matters such as some attitude problems of the staff and the need for renovation. Many matters however, seem to be needing further research, such as the possible activities and packages being offered in the hotel. Physical shape, fitness, nutrition or appearance were not important motives to visit spas in the international spa research of ISPA in 2007 that included 12 countries; many people go to spas mainly for stress relief. The top reasons to go to spas were feeling stressed, wanting an indulgence, to splurge, to feel better, rest and relaxation. Those were also the Finnish respondents' top reasons for visiting spas along spending time with one's family or friends in the ILIS-survey.

It is estimated that spas are getting more social and that there are now many spa visitors who prefer visiting spas alone. That situation in Finland is quite the opposite; in the questionnaire of Holiday Club Caribia, many of the Finnish respondents stated they would like to have time on their own as well although most respondents were travelling with their families. There are many future trends of which some are quite distant from the possible trends in Finland partly due cultural differences, lack of possibilities or price level. According to the survey Finnish people are not hoping big changes for their future spa experiences, not even matters that are common already elsewhere in the world; rather than a lifestyle, spa tourism is still considered as a getaway in Finland. However, it can be seen based on the answers in the ILIS-survey that Finnish spa goers are hoping for more wellness-alike spa experience with high quality services, products and design in a typical Finnish landscape with peacefulness and purity of nature.

Health tourism is becoming more homogeneous but the regional and cultural matters are still affecting and will affect greatly the development of this fast growing branch of leisure industry. It is unlikely that the definitions would become more homogeneous in every country, at least not during a short period of time. That’s why it’s important to understand the meanings of the definitions of health tourism and all its sub sectors in different countries and regions. The Finnish spa offering differs from the international offering in some aspects as from the offering in leading health tourism countries such as Germany, the Maldives or the United States. In each of these countries however, health tourism is different. In Asia the spiritual aspects are always present, Germany has long traditions and countless health destinations and USA is a leader introducing new approaches in the industry. The Finnish spa tourism is still concentrated on providing leisure experiences whereas elsewhere the spas are mainly focused on health and mental wellbeing. The latter reasons, however, are emerging in Finland as well. Some of the Finnish respondents would be interested in practicing e.g. yoga or colour therapy on their future spa visits. Yet more specific research should be done on the Finns’ ideal future spa experience as few answered the question concerning dream future experience. Finland however, has excellent basis for developing health tourism with its pure nature, lakes, forests and food. Maybe someday in the future Finland is able to create a new unique niche of wellness using e.g. the assets mentioned above; the Finnish nature, sauna and traditional products and treatments, based e.g. on peat or blueberry. It will be interesting to follow the future trends of health tourism and the development of this industry in Finland and elsewhere.

BIBLIOGRAPHY

Literature

Ahtola, J. 2002. Hyvinvointimatkailu osana kiihtyvää trendituotantoa. Muuttuva matkailu – tietoa matkailusta ja matkailuelinkeinosta. 3-4/2002, 19-23.

Boxberg, R. & Komppula, R. 2002. Matkailuyrityksen tuotekehitys. Helsinki: Edita Prima.

Cohen, M. & Bodeker, G. 2008. First Edition. Understanding the global spa industry: Spa Management. Printed in UK. Butterworth-Heinemann, Elsevier Ltd. UK/USA.

Grönroos, C. 2009. Palvelujen johtaminen ja markkinointi. 3rd Renewed Ed. Juva: WSOY.

Hentinen, L. 2002. Wellness – käsite matkailussa. Matkailusilmä MEKin asiakaslehti 4/2002, 10–12.

Maikkula, S. 2005. Wellness – himon, halun ja terveyden harmoniaa. Viisi tähteä Maaliskuu/2005, 25–26.

Pilzer, P. Z. 2003. The Wellness revolution. How to make a Fortune in the Next Trillion Dollar Industry. John Wiley & Sons, Inc: USA.

Smith, M. & Puczkó, L. 2009. Health and Wellness Tourism. Printed in Hungary. Butterworth-Heinemann, Elsevier Ltd. UK / USA.

Suontausta, H. 2005. Tourism as a Contributor to Well-Being and Social Capital. Part Two. In Arola, E. , Blinnikka, P. & Siitari, M-L. (Eds.), Tourism as a contributor to well-being and social capital The 3rd Tourism Industry and Education Symposium May 19–21, 2005, Jyväskylä, Finland. Symposium Proceedings. Jyväskylä: Kopijyvä Oy, 37–48.

Suontausta, H. & Tyni, M. 2005. Wellness-matkailu – hyvinvointi matkailun tuotekehityksessä. Helsinki: Edita Prima.

Ylikoski, T. 2000. 2nd Renewed Ed. Unohtuiko asiakas? Helsinki: KY-palvelu.

Electronic references

Holiday Club Spa Hotels a [Accessed 5.2.2010.] Available:
http://www.holidayclubspahotels.com/ > Register Information.

Holiday Club Spa Hotels b [Accessed 5.2.2010.] Available:
http://www.holidayclubspahotels.com/ > Caribia > Meetings & Events.

Holiday Club Spa Hotels c [Accessed 5.2.2010.] Available: http://www.holidayclubspahotels.com/ > Caribia > Accommodation.

Ilis project. 2008. [Accessed 6.7.2009.] Available: http://www.ilisproject.eu/about_ilis/.

MEK 2005 (Matkailun Edistämiskeskus, Finnish Tourist Board) [Accessed 6.7.2009.] Available: http://www.mek.fi/W5/mekfi/index.nsf/6dbe7db571ccef1cc225678b004e73ed/d86764d4e91dde64c225735b0032a957/$FILE/A144%20Hyvinvointimatkailu_peruskartoitus.pdf.

MEK 2008a (Matkailun Edistämiskeskus, Finnish Tourist Board) [Accessed 7.7.2009.] Available: http://www.mek.fi/w5/mekfi/index.nsf/6dbe7db571ccef1cc225678b004e73ed/3dc4bc5ed78eb257c225745d00038789c/$FILE/E56%20Hyvinvointituotteiden_kartoitus_2007.pdf

MEK 2008b (Matkailun Edistämiskeskus, Finnish Tourist Board) [Accessed 9.2.2009.] Available: www.mek.fi > Tuoteteemat > Hyvinvointimatkailu > Hyvinvointimatkailun kehittämisstrategia > Hyvinvointimatkailun kehittämisstrategia_final.pdf

MEK 2009 (Matkailun Edistämiskeskus, Finnish Tourist Board) [Accessed 9.2.2009.] Available: www.mek.fi > Tuoteteemat > Hyvinvointimatkailu

Müller & Lanz-Kaufmann. 2001. Wellness tourism: Market analysis of a spezial health tourism segment and implications for the hotel industry. [Accessed 9.7.2009.] Available: http://www.lanzkaufmann.ch/ > Publikationen > Artikel > Wellness tourism: Market analysis of a spezial health tourism segment and implications for the hotel industry, in Journal of Vacation Marketing, Volume 7 Number 1 (2001), P. 5-17, zusammen mit Hansruedi Müller. Wellness tourism (PDF – 155 KB).

Suomen Sauna Seura ry a (The Finnish Sauna Society) [Accessed 1.2.2010.] Available: www.sauna.fi > Sauna information > Introduction to sweat baths

Suomen Sauna Seura ry b (The Finnish Sauna Society) [Accessed 1.2.2010.] Available: www.sauna.fi > Sauna information > Sauna in Finland > Sauna in Finland Today

Smith, M. & Kelly, C. 2006. Wellness Tourism. Tourism Recreation Research Vol. 31(1), 2006: 1-4. [Accessed 11.7.2009]. Available: http://www.trrworld.org/ > Previous Issues > TRR Volume 31(1) > EDITORIAL (pdf).

Tourism Trends for Europe. 2006. [Accessed 18.7.2009.] Available: http://www.etag-euro.org/ > Market intelligence/Reports-Studies-Trends > Tourism trends > Tourism Trends for Europe 27 September 2006.

WHO (World Health Organization). 2009. WHO definition of Health. [Accessed 7.7.2009.] Available: http://www.who.int/about/definition/en/print.html.

Presentations

Eskelinen, Mikko 2009. Holiday Club Caribia. Presentation. Spa hotel Holiday Club Caribia 5.4.2009.

INNOVATIONS & LEARNING IN SPA MANAGEMENT

Holiday Club CARIBIA

ASIAKASKYSELY 2009

Vastaajan taustatiedot (rastita itseäsi kuvaava vaihtoehto):

1. Ikä: 0 – 19 ____, 20 – 29 ____, 30 – 39 ____, 40 – 49 ____, 50 – 59 ____, 60 – 69 ____, 70 – 79 ____ , yli 79 ____

2. Sukupuoli: nainen___ mies___

3. Kotipaikkakunta tai -maa:
____

4. Kuinka monta kertaa olet käyttänyt kylpyläpalveluita viimeksi kuluneen vuoden aikana tämä kerta mukaan lukien (rastita vaihtoehto).
Kotimaassasi: 1 – 2 kertaa ____ , 3 – 4 kertaa ____, 5 – 10 kertaa ____,
yli 10 kertaa ____

Nimeä kotimaiset kylpylät, joissa olet vieraillut viimeksi kuluneen vuoden aikana:
____

Ulkomailla: 1 – 2 kertaa, 3 – 4 kertaa, 5 – 10 kertaa, yli 10 kertaa

Nimeä maat, joissa olet vieraillut kylpylöissä viimeksi kuluneen vuoden aikana:
____

5. Arvioi arvosanalla 1 – 5 (1 = erittäin tärkeä, 5 = ei tärkeä , 0= en osaa sanoa) sitä, miten hyvin seuraavat vaihtoehdot kuvaavat perimmäisiä tarpeitasi, kun olet ostanut kylpyläpalveluita viimeksi kuluneen vuoden aikana.
Olen ostanut kylpyläpalveluita
___ kohottaakseni fyysistä kuntoani
___ saadakseni lääketieteellisiä hoitoja tai parantuakseni/toipuakseni sairaudesta
___ virkistyäkseni henkisesti
___ oppiakseni uutta omaan terveyteeni tai hyvinvointiini liittyen
___ parantaakseni ulkonäköäni
___ paetakseni arkielämän paineita (esim. työ, sosiaaliset velvoitteet)
___ löytääkseni mielenrauhan / oppiakseni tuntemaan itseäni paremmin
___ hemmotellakseni / palkitakseni itseäni
___ viettääkseni aikaa yhdessä perheen tai ystävien kanssa
___ solmiakseni uusia sosiaalisia suhteita
___ nauttiakseni kylpylän viihdetarjonnasta

___ kokeakseni jotakin uutta
___ muu syy, mikä? ____________________________________

6. Arvioi arvosanalla 1 – 5 (1 = erittäin tärkeä, 5 = ei tärkeä , 0= en osaa sanoa), kuinka tärkeitä sinulle ovat <u>yleisesti</u> seuraavat tekijät valitessasi kylpyläkohdetta:
___ helppo saavutettavuus
___ sijainti vetovoimaisessa luonnonympäristössä
___ sijainti kaupunkiympäristössä
___ monipuoliset hemmottelu- ja rentoutumishoidot
___ monipuoliset kauneudenhoitopalvelut
___ monipuoliset hieronta- ja fysioterapiapalvelut
___ monipuoliset lääketieteelliset hoidot
___ monipuoliset vaihtoehtoiset hoidot
___ monipuoliset allas- ja saunaosastot
___ monipuoliset sisä – ja ulkoliikuntamahdollisuudet
___ rauhallinen ilmapiiri
___ kylpylän yleisten tilojen viihtyvyys
___ kylpylällä on sertifioitu laatujärjestelmä
___ kylpylä toimii kestävän kehityksen periaattein
___ ammattitaitoinen henkilökunta
___ ystävällinen palvelu
___ henkilökohtaiset neuvontapalvelut terveyteen ja hyvinvointiin liittyen
___ monipuoliset ravintolapalvelut
___ terveellinen ruokatarjonta
___ erikoisruokavaliotarjonta
___ viihtyisät majoituspalvelut
___ mahdollisuus osallistua monipuolisiin luentoihin ja keskusteluryhmiin
___ monipuoliset viihde- ja kulttuuripalvelut
___ monipuoliset kokonaisvaltaisen henkisen hyvinvoinnin palvelut
___ sopivuus lapsiperheille
___ sopivuus liikematkustajille
___ sopivuus seniori-ikäisille
___ sopivuus liikkumis- ja aistiesteisille
___ sopivuus muille erityistarpeille, mikä/mitkä? ______________________
___ hintataso

7. Muistele <u>aiempia</u> kylpylävierailujasi. (Jos tämä on ensimmäinen kylpylävierailusi, voit siirtyä kysymykseen 9)
Mainitse esimerkkejä asioista/aistimuksistasi/palveluista/tilanteista/kylpylän tiloista, jotka ovat erityisesti *ilahduttaneet* sinua:
____
____
____

Mainitse esimerkkejä asioista/aistimuksistasi/palveluista/tilanteista/kylpylän tiloista, jotka ovat *harmittaneet* sinua tai joihin olet *pettynyt*:

____
____
____

8. Jos olet käyttänyt kylpyläpalveluita ulkomailla, miten ne mielestäsi erosivat kotimaisista kylpyläpalveluista
- positiivisesti?

____
____
____
____

- negatiivisesti?

____
____
____
____

<u>Tämänkertaista</u> kylpylävierailuasi koskevat kysymykset:
9. Mikä on tämänkertaisen vierailusi kesto?
alle 8 h___ 1 vrk ___ 2 – 3 vrk ___ 4 – 7 vrk ___ 8 – 14 vrk ___ yli 14 vrk ___
10. Seura tällä kylpylävierailulla:
yksin___ kumppani___ perhe___ ystävä(t)___ muu,
kuka/ketkä?_______________

Jos vastasit yllä perhe, erittele tarkemmin, kuinka monta ja minkä ikäisiä perheenjäseniä seurueessasi on?

____
____
____

11. Kuinka monta hoitoa otat (aiot ottaa) tämän kylpylävierailusi aikana?
_____

12. Tämän kylpylävierailusi kokonaiskustannukset (per henkilö, ilman matkakustannuksia): _______ €

13. Arvioi asteikolla 1 - 5 (1 = vastaa tarpeitani erittäin hyvin, 2 = vastaa tarpeitani hyvin, 3 = vastaa tarpeitani jossain määrin/vaatii kehittämistä, 4 = ei vastaa tarpeitani, 5 = en osaa sanoa/ei kokemusta) vastasiko tämän kylpylän tarjonta tarpeitasi seuraavista näkökulmista:
<u>Sijainti</u>
lähialueen luonnon vetovoimaisuus
[1] [2] [3] [4] [5]

ympäristön rauhallisuus
[1] [2] [3] [4] [5]

saavutettavuus omalla autolla
[1] [2] [3] [4] [5]
saavutettavuus julkisilla kulkuneuvoilla
[1] [2] [3] [4] [5]

Kehittämisajatuksiani sijaintiin liittyen:
____
____
____

<u>Hoidot ja aktiviteetit</u>
Hoidot ja hieronta (esim. kasvo-, vartalo- ja jalkahoidot)
Nimeä käyttämäsi hoito_________________________ [1] [2] [3] [4] [5]

Ohjatut aktiviteetit (esim. vesijumppa)
Nimeä käyttämäsi aktiviteetti______________________[1] [2] [3] [4] [5]

Muu aktiviteettitarjonta (esim. tennis, minigolf, kuntosali)
Nimeä käyttämäsi aktiviteetti_____________________ [1] [2] [3] [4] [5]

Kylvyt sekä erikois- ja hemmotteluhoidot
Nimeä käyttämäsi hoito_________________________ [1] [2] [3] [4] [5]

Hoitotilojen viihtyisyys [1] [2] [3] [4] [5]

Kehittämisajatuksiani hoito- ja aktiviteettitarjontaan liittyen:
____
____
____

<u>Majoituspalvelut (huone+kylpyhuone)</u>
(1 = vastaa tarpeitani erittäin hyvin, 2 = vastaa tarpeitani hyvin, 3 = vastaa tarpeitani jossain määrin/vaatii kehittämistä, 4 = ei vastaa tarpeitani, 5 = en osaa sanoa/ei kokemusta)

siisteys
[1] [2] [3] [4] [5]

viihtyisyys (valaistus, värit, sisustus, materiaalit ym.)
[1] [2] [3] [4] [5]

huoneen ja kylpyhuoneen koko
[1] [2] [3] [4] [5]

varustus (hygieniatuotteet, pyyhkeet, elektroniikka, kaappitila ym.)
[1] [2] [3] [4] [5]

vuode (vuoteen koko, patja, tyynyt, täkki, lakanat)
[1] [2] [3] [4] [5]

lämpötila, ilmastointi
[1] [2] [3] [4] [5]

majoituspalveluiden sopivuus lapsiperheille
[1] [2] [3] [4] [5]

Kehittämisajatuksiani majoitustiloihin liittyen:

____
____
____

Ruoka- ja ravintolapalvelut:
(1 = vastaa tarpeitani erittäin hyvin, 2 = vastaa tarpeitani hyvin, 3 = vastaa tarpeitani jossain määrin/vaatii kehittämistä, 4 = ei vastaa tarpeitani, 5 = en osaa sanoa/ei kokemusta)

vaihtoehtojen määrä (välipaloista gourmet-ruokaan)
[1] [2] [3] [4] [5]

ruoan laatu
[1] [2] [3] [4] [5]

ruoan terveellisyys
[1] [2] [3] [4] [5]
hintataso
[1] [2] [3] [4] [5]

aukioloajat
[1] [2] [3] [4] [5]

tilojen viihtyisyys
[1] [2] [3] [4] [5]

Erityistarpeiden huomioiminen ruokapalveluissa:

erityisruokavalioiden tarjonta
[1] [2] [3] [4] [5]

luomuruoan saatavuus
[1] [2] [3] [4] [5]

lapsille sopiva ruokatarjonta
[1] [2] [3] [4] [5]

Kehittämisajatuksiani ruokapalveluihin liittyen:

____

____

____

Muut palvelutilat ja tarjonta:
(1 = vastaa tarpeitani erittäin hyvin, 2 = vastaa tarpeitani hyvin, 3 = vastaa tarpeitani jossain määrin/vaatii kehittämistä, 4 = ei vastaa tarpeitani, 5 = en osaa sanoa/ei kokemusta)

siisteys
[1] [2] [3] [4] [5]

viihtyisyys
[1] [2] [3] [4] [5]

allas- ja saunaosastot
[1] [2] [3] [4] [5]

sisä- ja ulkoliikuntatilat
[1] [2] [3] [4] [5]

lapsille suunnatut tilat ja tarjonta (esim. leikkitilat, lastenallas, lastenhoito, ohjatut aktiviteetit)
[1] [2] [3] [4] [5]

soveltuvuus erityisryhmille (esim. liikkumisesteiset):
[1] [2] [3] [4] [5]

viihde- ja kulttuuripalvelut
[1] [2] [3] [4] [5]

Henkilökohtaiset neuvontapalvelut liittyen:

ravitsemukseen
[1] [2] [3] [4] [5]

fyysiseen kuntoon ja liikuntaan
[1] [2] [3] [4] [5]

kokonaisvaltaiseen terveyteen ja hyvinvointiin
[1] [2] [3] [4] [5]

Ehdotuksia palvelutarjontamme kehittämiseksi erityisesti lapsiperheille:

____

____

____

Olisitko kiinnostunut kylpyläpaketeista, jotka sisältäisivät ohjattuja luontoaktiviteetteja lähialueilla (esim. kalastus, melonta, veneily, vaellus, hiihto)?

kyllä ____ ei ____

Jos vastasit edelliseen kyllä, tarkenna, millaisista aktiviteeteista olisit kiinnostunut:

____
____
____

Muita kehittämisajatuksiani muihin tiloihin ja tarjontaan liittyen:

____
____
____

Yleinen palvelutaso:
(1 = vastaa tarpeitani erittäin hyvin, 2 = vastaa tarpeitani hyvin, 3 = vastaa tarpeitani jossain määrin/vaatii kehittämistä, 4 = ei vastaa tarpeitani, 5 = en osaa sanoa/ei kokemusta)

yleinen palvelun laatu
[1] [2] [3] [4] [5]

henkilökunnan ystävällisyys
[1] [2] [3] [4] [5]

palvelun sujuvuus
[1] [2] [3] [4] [5]

hintalaatusuhde
[1] [2] [3] [4] [5]

kestävän kehityksen huomiointi
[1] [2] [3] [4] [5]

14. Mikä mielestäsi on tämän kylpylän suurin vahvuus?

____
____
____
____

15. Mikä mielestäsi on tämän kylpylän suurin heikkous?

____
____
____
____

16. Kuvaile, millainen on toiveittesi kylpyläkokemus tulevaisuudessa

(Anna mielikuvituksesi lentää, mutta ole kuitenkin sen verran realisti, että mietit, mistä todennäköisesti olisit valmis maksamaan tulevaisuudessa. Mieti tiloja, ympäristöä, ilmapiiriä, hoitoja, asiakaspalvelua ym.)

Kiitos ajastasi kyselyn täyttämiseen. Vastaukset auttavat meitä palvelemaan sinua paremmin tulevaisuudessa.

Education and Culture DG
Lifelong Learning Programme

CUSTOMER SURVEY 2009

Background information of respondent:

1. Age: 0 – 19 ____, 20-29___, 30 – 39____, 40 – 49 ____, 50 – 59 ____ 60 – 69 ____, 70 – 79_____, more than that _______

2. Gender: female___ male___

3. Home town and/ or country:
____

Characterise yourself as a spa user:

4. How many times have you used spa services during the past year including this visit? (Circle the right alternative)

In your *home country*: 1 – 2 times, 3 – 4 times, 5 – 10 times, over 10 times

Name the domestic spas which you have visited during the past year:
____

Abroad: 1 – 2 times, 3 – 4 times, 5 – 10 times, over 10 times

Name the countries where you have visited a spa during the past year:
____

5. Which of the following options best describe your needs for using spa services during the past year? Please score /rate on a scale from 1 to 5 (1= very important, 5= no significance, 0= I don't know).

___ to improve my physical condition
___ to get medical treatments or to recover/recuperate from an illness
___ to get mentally refreshed
___ to learn new things concerning my health or well-being
___ to improve my appearance/beauty
___ to escape the pressures of everyday life (for example: work and social obligations)
___ to find peace of mind/learn to know myself better
___ to pamper / reward myself
___ to spend time with family / friends
___ to find new social relations

___ to enjoy the entertainment offered by the spa
___ to experience something new
___ other, please specify ____

6. Please score /rate on a scale from 1 to 5 (1= very important, 5= no significance, 0= I don't know) how important the following factors are for you in general when choosing a spa:
___ easy accessibility
___ location in an attractive environment
___ location in an urban area
___ diverse pampering and relaxation treatments
___ diverse beauty treatments
___ diverse massage and physiotherapeutic treatments
___ diverse medical treatments
___ diverse alternative treatments
___ diverse pool, sauna and steam bathing facilities
___ diverse opportunities for indoor and outdoor fitness activities
___ restful atmosphere
___ pleasantness of the public spa areas
___ the spa has a certified quality system
___ the spa operations compile with the guidelines of sustainable development
___ professionally skilled staff
___ hospitable service
___ personal consultation concerning health and wellness
___ diverse restaurant services
___ availability of healthy food
___ availability of special diets
___ comfortable accommodation
___ opportunities to attend diverse lecture and conversation groups
___ diverse entertainment and cultural services
___ diverse services for mind and soul / enhancing mental well-being
___ suitability for family with children
___ suitability for businessmen
___ suitability for seniors
___ suitability for physically disabled or sensory handicapped
___ suitability for other special needs. Please specify_______________________
___ cost

7. Please recollect some of your <u>earlier</u> spa visits (If this is your first spa visit, please go to question 9)

Mention examples of things/perceptions/services/situations/spa facilities that have especially *delighted* you:

____
____
____
____

Mention examples of things/perceptions/services/situations/spa facilities that have annoyed *or disappointed you*:

____
____
____
____

8. If you have used spa services abroad how do you think they differed from the services in your home country?
- positively?

____
____
____

- negatively?

____
____
____

Questions concerning your <u>current</u> spa visit:
9. What is the length of your current visit?
less than 8 h___ 1 day ___ 2 – 3 days ___ 4 – 7 days ___ 8 – 14 days ___ over 14 days__
10. Your companions during this visit:
alone___ partner___ family___ friend/-s___ other, what/who?____
If you answered family above specify the number and ages of the family members?

____
____
____

11. How many treatments/therapies are you using/ will use during this spa visit? ________
12. What is the total expenditure of this spa visit (per person, excluding travel costs) ____________________________________ (please indicate also the currency)

13. Indicate on a scale from 1 – 5 (1 = meets my needs extremely well, 2 = meets my needs well, 3= meets my needs to some extent, 4 = does not meet my needs, 5 = I don't know/have no experience) did the services of this particular spa meet your needs and expectations from the following aspects:

<u>Location</u>

Attractiveness of the environment	[1] [2] [3] [4] [5]
Peacefulness of the surroundings	[1] [2] [3] [4] [5]
Accessibility by car	[1] [2] [3] [4] [5]
Accessibility by public transportation	[1] [2] [3] [4] [5]

My development ideas regarding the location:

____
____
____

<u>Treatments and activities</u>

Treatments and massages. (e.g. face, body and feet treatments)
Please specify therapy taken: _________________ [1] [2] [3] [4] [5]

Instructed activities (e.g. gymnastic exercises in water) [1] [2] [3] [4] [5]
Please specify activity taken: _________________

Other activities (e.g. tennis, minigolf, gym) [1] [2] [3] [4] [5]
Please specify activity taken: _________________

Baths, relaxation and other special treatments [1] [2] [3] [4] [5]
Please specify:___________________________

Ambience of the treatment rooms [1] [2] [3] [4] [5]

My development ideas regarding the treatment and activity services

____
____
____

<u>Accommodation services (room & bathroom)</u>
Indicate on a scale from 1 – 5 (1 = meets my needs extremely well, 2 = meets my needs well, 3= meets my needs to some extent, 4 = does not meet my needs, 5 = I don’t know/have no experience) did the services of this particular spa meet your needs and expectations from the following aspects:

Tidiness
[1] [2] [3] [4] [5]

Pleasantness (lighting, colours, furnishings, decorations, materials etc.)
[1] [2] [3] [4] [5]

Room and bathroom size
[1] [2] [3] [4] [5]

Room amenities (hygiene products, towels, electronics, wardrobe)
[1] [2] [3] [4] [5]

Bed (size, mattress. pillows, blanket, sheets)
[1] [2] [3] [4] [5]

Temperature, air conditioning
[1] [2] [3] [4] [5]

Suitability for families with children
[1] [2] [3] [4] [5]

My development ideas regarding the accommodation facilities:

____
____
____

<u>Food and restaurant services:</u>
Indicate on a scale from 1 – 5 (1 = meets my needs extremely well, 2 = meets my needs well, 3= meets my needs to some extent, 4 = does not meet my needs, 5 = I don't know/have no experience) did the services of this particular spa meet your needs and expectations from the following aspects:

Food and restaurant services:

the number of alternatives (from snacks to gourmet food)
[1] [2] [3] [4] [5]

quality of food
[1] [2] [3] [4] [5]

healthiness of food
[1] [2] [3] [4] [5]

price level
[1] [2] [3] [4] [5]

opening hours
[1] [2] [3] [4] [5]

ambience of the restaurants
[1] [2] [3] [4] [5]

Catering for special needs in food services:

special dietary needs
[1] [2] [3] [4] [5]

availability of organic food
[1] [2] [3] [4] [5]

appropriate food for children
[1] [2] [3] [4] [5]

My development ideas regarding the food and restaurant services:

Other service facilities and services:
Indicate on a scale from 1 – 5 (1 = meets my needs extremely well, 2 = meets my needs well, 3= meets my needs to some extent, 4 = does not meet my needs, 5 = I don't know/have no experience) did the services of this particular spa meet your needs and expectations from the following aspects:

Tidiness
[1] [2] [3] [4] [5]

Ambience
[1] [2] [3] [4] [5]

Pool-, sauna and steam bath services
[1] [2] [3] [4] [5]

Indoor and outdoor facilities for physical activity/exercise
[1] [2] [3] [4] [5]

Facilities and services provided for children
(e.g. playrooms, pool for children, childcare, supervised activities)
[1] [2] [3] [4] [5]

Suitability for other groups with special needs
(e.g. physically disabled or senior citizens)
[1] [2] [3] [4] [5]

Entertainment and cultural services
[1] [2] [3] [4] [5]

Personal counselling services concerning the following subjects:

nutrition
[1] [2] [3] [4] [5]

physical health and exercising
[1] [2] [3] [4] [5]

holistic health and well-being
[1] [2] [3] [4] [5]

My suggestions regarding development of services for families with children:

____
____

Would you be interested in spa packages that include guided activities in nature (e.g. fishing, canoeing, sailing, hiking, skiing)?
yes ____ no ____
If you answered yes, please specify the activities you would be interested in:
____
____
____

My other development ideas regarding service facilities and services:
____
____
____

<u>General level of service:</u>
Indicate on a scale from 1 – 5 (1 = meets my needs extremely well, 2 = meets my needs well, 3= meets my needs to some extent, 4 = does not meet my needs, 5 = I don’t know/have no experience) did the services of this particular spa meet your needs and expectations from the following aspects:

Quality of service
[1] [2] [3] [4] [5]

Friendliness and courtesy of the staff
[1] [2] [3] [4] [5]

Smoothness of service
[1] [2] [3] [4] [5]

Perceived value for money
[1] [2] [3] [4] [5]

Do you feel that the spa pays attention to environmental issues
[1] [2] [3] [4] [5]

14. What do you think is the greatest asset of this particular spa?
____
____
____
____

15. What do you think is the biggest weakness in this particular spa?
____
____
____
____

16. Describe your ideal spa experience in the future

(Let your imagination flow but stay realistic about the things you would be most likely willing to pay for in the future. Please think about facilities, treatments, customer service, environment and atmosphere etc.)

Thank you for taking time to complete this survey. The results will help us serve you better in the future.

Education and Culture DG

Lifelong Learning Programme

ARVONTALIPUKE

Arvonnassa olevan lahjakortin voitto oikeuttaa yhden vuorokauden majoitukseen kahden hengen huoneessa kylpylähotelli Holiday Club Caribiassa. Halutessanne osallistua arvontaan, olkaa hyvä ja täyttäkää yhteystietonne:

Nimi: ____
Osoite: ____
Postinumero ____
ja -toimipaikka: ____
Puhelinnumero: ____
Sähköposti: ____

Palauttakaa arvontalipuke kyselyn tekijälle tai hotellin vastaanottoon. Voittajalle ilmoitetaan henkilökohtaisesti 15.9.2009 mennessä.

RAFFLE SLIP

The gift certificate entitles the winner of the raffle to one day stay in double room in hotel Holiday Club Caribia. If you wish to participate in the raffle, please fill in your contact information:

Name: ____
Address: ____
Postal code: ____
Telephone: ____
E-mail: ____

Please return the filled slip to the conductor of the survey or to reception. The winner will be informed in person by 15.9.2009.

Hanke on rahoitettu Euroopan komission tuella. Tästä julkaisusta vastaa ainoastaan sen laatija, eikä komissio ole vastuussa siihen liittyvien tietojen mahdollisesta käytöstä.

Hyvä kylpylähotelli Holiday Club Caribian asiakas!

Holiday Club Caribia toteuttaa asiakaskyselyn yhteistyössä Turun ammattikorkeakoulun kanssa. Asiakaskysely on osa Euroopan komission tuella toteutettavaa kansainvälistä kylpylämatkailun tutkimus- ja kehittämishanketta ILIS (Innovations and Learning in Spa Management). Suomen lisäksi projektiin osallistuu korkeakouluja ja niiden yrityskumppaneina kylpylöitä Iso-Britanniasta, Itävallasta, Puolasta ja Espanjasta, jotka myös tahoillaan toteuttavat asiakaskyselyt.

Kyselyn tarkoituksena on selvittää suomalaisten kylpylämatkailukulutusta ja toiveita sekä eritoten kylpylähotelli Holiday Club Caribian asiakkaiden tyytyväisyyttä, odotuksia ja toivomuksia kylpyläpalveluiden kehittämistä varten. Kyselyn toteuttavat matkailusuuntautuneet restonomiopiskelijat Maarja Saar ja Riikka Moisanen.

Tutkimuksen onnistumisen kannalta on tärkeää, että vastaatte kaikkiin kysymyksiin huolellisesti. Kaikki vastaukset käsitellään luottamuksellisesti. Olkaa hyvä ja palauttakaa täytetty kysely jommallekummalle kyselyn toteuttavista opiskelijoista tai hotellin vastaanottoon. Halutessanne voitte lukea hankkeesta lisää tai seurata projektin etenemistä hankkeen omilta kotisivuilta: http://www.ilisproject.eu/

Kiitos yhteistyöstänne!

Kyselyyn vastanneiden kesken arvotaan lahjakortti (yöpyminen kahdelle hengelle) kylpylähotelli Holiday Club Caribiaan. Halutessanne osallistua arvontaan olkaa hyvä ja täyttäkää erillinen arvontalipuke.

Ystävällisin terveisin

Mikko Eskelinen
Holiday Club Caribia
Hotellinjohtaja

Telle Tuominen	*Maarja Saar*	*Riikka Moisanen*
Lehtori, matkailupalvelut	Opiskelija	Opiskelija
telle.tuominen@turkuamk.fi		

Education and Culture DG
Lifelong Learning Programme

INNOVATIONS & LEARNING IN SPA MANAGEMENT

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein..

Dear Hotel Holiday Club Caribia`s customer!

Holiday Club Caribia carries out a customer survey in co-ordination with Turku University of Applied Sciences. The survey is part of an international spa tourism research and development project ILIS (Innovations and Learning in Spa Management) which is funded with the support from the European Commission. Other participant countries with their academic and industry partners are United Kingdom, Austria, Poland and Spain. These countries also carry out surveys on their behalf.

The purpose of the survey is to find out the spa consumption and customer expectations in five European countries and in particular at hotel Holiday Club Caribia. The survey will be conducted by the hospitality management students Maarja Saar and Riikka Moisanen.

For the survey to succeed it is important that you answer all questions carefully. All answers will be handled in confidence. Please return the filled survey to either one of the conductors of the survey or to the reception of the hotel. If you wish, you can read more about the project or find out about its progress from the web site of the project: http://www.ilisproject.eu/

Thank you for your cooperation!

If you wish to participate in the raffle of the hotel Holiday Club Caribia gift certificate (entitled to a one day stay for two), in which all returned surveys will participate in, please fill in your contact information to a separate slip.

Best regards

Mikko Eskelinen
Holiday Club Caribia
Hotel Manager

Telle Tuominen
Lecturer, Tourism services
telle.tuominen@turkuamk.fi

Maarja Saar
Student

Riikka Moisanen
Student

TURUN AMMATTIKORKEAKOULU
TURKU UNIVERSITY OF APPLIED SCIENCES

Holiday Club
CARIBIA