



understanding the
global spa
industry

Spa Management

Edited by

Marc Cohen & Gerard Bodeker



Understanding The Global Spa Industry

Xiang Ying Mei



Understanding The Global Spa Industry:

Understanding the Global Spa Industry Gerard Bodeker, Gerry Bodeker, Marc Cohen, 2008 The spa industry is the fastest growing segment of the hospitality and leisure industry With contributions from internationally renowned practitioners and academics this book methodically looks at the whole industry from its historical beginnings onwards typologies marketing branding and business models

Understanding the Global Spa Industry Gerard Bodeker, Gerry Bodeker, Marc Cohen, 2010-08-20 Spa services and the development of the spa business from its historical beginnings to the size of the market today Business development and planning spa operations and business models Spa products and technologies retailing and the application of branding and marketing strategies Infrastructure design and environmental issues including sustainability and social and environmental benchmarking Human resources issues from education and training to professional and regulatory issues and professional and corporate ethics and values

ISCONTOUR 2014 -

Tourism Research Perspectives Roman Egger, Christian Maurer, 2014-05-02 Proceedings of the ISCONTOUR The aim of the International Student Conference in Tourism Research ISCONTOUR is thus to offer students a unique platform to present their research and to establish a mutual knowledge transfer forum for attendees from academia industry government and other organisations The annual conference which is jointly organised by the IMC University of Applied Sciences Krems and the Salzburg University of Applied Sciences will take place alternatively at the locations Salzburg and Krems The conference research chairs are Prof FH Dr Roman Egger Salzburg University of Applied Sciences and Prof FH Mag Christian Maurer University of Applied Sciences Krems The target audience include international students also PhDs graduates teachers and lecturers from the field of tourism and leisure management as well as companies and anyone interested in the conference topic areas Issues to be covered at the conference include the following areas within a tourism context Marketing Management Tourism Product Development Sustainability Information and Communication Technologies

Handbook of

Research on Global Hospitality and Tourism Management Camillo, Angelo A., 2015-08-17 The tourism industry is a multi billion dollar enterprise with more people from all cultures and nationalities choosing to spend their leisure time traveling and visiting new locations To exploit this burgeoning market tourism agencies must carefully consider the desires and goals of travelers from around the world The Handbook of Research on Global Hospitality and Tourism Management contributes to the body of knowledge on travel and tourism by presenting a global view of the hospitality industry including theoretical research into industry trends as well as case studies from around the world This handbook provides travel agents owner operators and students and researchers in the hospitality industry with the latest research findings and developments in the field Within this handbook of cutting edge research readers will find chapters and cases on topics such as travel and tourism in a global economy local global and international hospitality challenges in environmental management cultural cuisine and destination management among others

Hotel Accommodation Management Roy C. Wood, 2017-10-10 This

book offers students a uniquely concise accessible and comprehensive introduction to hotel accommodation management that covers the range of managerial subjects and disciplines in the sector The book focuses on enduring aspects of the accommodation management function front office management housekeeping revenue management the changing context of hotel accommodation provision the move to asset light the supply of accommodation trends in hotel investment and asset management the challenges engendered by social media and the collaborative economy to the hotel market and the role of accommodation in additional and integrated facilities and markets spas resorts MICE markets International case studies illustrating examples of practice in the industry are integrated throughout along with study questions and other features to aid understanding and problem solving This is essential reading for all hospitality and hotel management students

International Spa Management Sarah Rawlinson,Tim Heap,2017-02-28 a sound and though guide for all future spa managers looking at all aspects on the successful running of a spa facility Divided into four parts it discusses the following The spa industry The spa consumer The business of spas Future directions *The Entertainment Indust...* Stuart Moss,

Wellness Tourism Cornelia Voigt,Christof Pforr,2013-11-20 Core values of society health and wellbeing impact today on all aspects of our lives and have also increasingly influenced patterns of tourism consumption and production In this context wellness has developed into a significant dimension of tourism in a number of new and long established destinations However although it is consistently referred to as one of the most rapidly growing forms of tourism worldwide there still remains a dearth of academic literature on this topic This book uniquely focuses on the supply side of wellness tourism from a destination perspective in terms of the generation and delivery of products and services for tourists who seek to maintain and improve their health This approach provides a better understanding of how wellness tourism destinations develop and explores the specific drivers of that growth in a destination context and how destinations successfully compete against each other in globalised market place A range of wellness destination development and management issues are examined including the importance of authenticity an appropriate policy framework delivery of high quality goods and services participation of a broad range of stakeholders and the development of networks and clusters as well as collaborative strategies essential for a successful development and management of a wellness tourism destination International case studies and examples from established and new wellness tourism destinations are integrated throughout This timely volume written by leaders in this sector will be of interest to tourism and hospitality students and academics internationally

Health, Tourism and Hospitality Melanie Smith,Laszlo Puczko,2014-02-03 Health Tourism and Hospitality Spas Wellness and Medical Travel 2nd Edition takes an in depth and comprehensive look at the growing health wellness and medical tourism sectors in a global context The book analyses the history and development of the industries the way in which they are managed and organised the expanding range of new and innovative products and trends and the marketing of destinations products and services The only book to offer a complete overview and introduction to health tourism and hospitality this 2nd

Edition has been updated to include Expanded coverage to the hospitality sector with a particular focus on spa management New content on medical tourism throughout the book to reflect the worldwide growth in medical travel with more and more countries entering this competitive market Updated content to reflect recent issues and trends including ageing population governments encouraging preventative health consumer use of contemporary and alternative therapies self help market impacts of economic recession spa management and customer loyalty New case studies taken from a range of different countries and contexts and focusing on established or new destinations products and services such as conventional medicine complementary and alternative therapies lifestyle based wellness beauty and cosmetics healthy nutrition longevity and anti or active ageing amongst others Written in a user friendly style this is essential reading for students studying health tourism and hospitality

The Spa Manager's Essential Guide Mike Wallace, Melanie Smith, 2020-09-01 The Spa Manager s Essential Guide contains all the basic day to day information on how to run a wellness beauty or thermal spa operation successfully It focuses on those areas that industry leaders have identified as critical and missing in today s spa leaders combined with advice from over 40 spa experts

ISCONTOUR 2018 Tourism Research Perspectives Barbara Neuhofer, 2018-04-26 The International Student Conference in Tourism Research ISCONTOUR offers students a unique platform to present their research and establish a mutual knowledge transfer forum for attendees from academia industry government and other organisations The annual conference which is jointly organized by the IMC University of Applied Sciences Krems and the Salzburg University of Applied Sciences takes place alternatively at the locations Salzburg and Krems The conference research chairs are Prof FH Mag Christian Maurer University of Applied Sciences Krems and Prof FH Dr Barbara Neuhofer Salzburg University of Applied Sciences The target audience include international bachelor master and PhD students graduates lecturers and professors from the field of tourism and leisure management as well as businesses and anyone interested in cutting edge research of the conference topic areas The conference topics include marketing and management tourism product development and sustainability information and communication technologies finance and budgeting and human resource management

Medical Tourism and Transnational Health Care D. Botterill, G. Pennings, T. Mainil, 2013-05-18 The phenomenon of transnational health care has grown rapidly over recent years and this book provides a comprehensive landscape of diverse research communities attempts to capture its implications for existing bodies of knowledge in selected aspects of medicine medical ethics health policy and management and tourism studies

New Technology and Mediated Chinese Tourists Han Shen, Alei Fan, Laurie Wu, 2023-05-31 This book aims to curate a collection of articles to showcase the latest work and biggest trends shaping the global tourism industry in the past two decades new technology and the Chinese tourists While the emergence of new technology continues to propel the evolution of the tourism industry Chinese tourists as a dominating market have won increasing attention across worldwide destinations On one hand the vast advancement of technology has fundamentally shifted the way Chinese tourists travel On the other hand the arrival

of technologically savvy Chinese tourists has provoked tourism providers and destinations to adopt innovative technology e.g. mobile payment. Standing on the edge of the third decade of the twenty first century the tourism industry and scholarly community are facing unprecedented challenges amidst exciting opportunities. Particularly this line of research is perhaps timelier than ever with the pandemic physically distancing people whilst augmenting technology's function in mediating social interactions and connecting lives beyond geographic boundaries. *New Technology and Mediated Chinese Tourists* will be a great resource for researchers and students of Tourism and Hospitality including those interested to understand how innovation and technology is embedded in the tourism industry. This book was originally published as a special issue of the *Journal of China Tourism Research*. **Tourism and Leisure Behaviour in an Ageing World** Ian Patterson, 2017-12-21

Tourism and Leisure Behaviour in an Ageing World based on Ian Patterson's previously published *Growing Older* provides an overview of the latest research concerning tourist behaviour and leisure needs of baby boomers, seniors and older adults. With an increasingly ageing population, industry interest has intensified and there has been a corresponding explosion in related research activity. **Medical Tourism** Colin Michael Hall, 2013. Medical and health tourism is a significant area of growth in the export of medical health and tourism services. Although spas and improved well being have long been part of the tourist experience, health tourism now includes travel for medical purposes ranging from cosmetic and dental surgery through to transplants and infertility treatment. Many countries including China, Cuba, Hungary, India, Thailand, Malaysia and Singapore actively promote and compete for the medical tourist dollar while many developed countries also provide niche private services. However, the field of medical tourism is increasingly being subject to scrutiny and debate, particularly as a result of concerns over regulatory, ethical and wider health issues. Drawing on a range of theoretical and methodological perspectives, this book is one of the first to critically address the substantial political, philosophical and ethical issues that arise out of the transnational practices of medical tourism. Through a series of chapters, the book engages with key issues such as the role of regulatory and policy structures in influencing medical and health tourism related mobilities. These issues are investigated by considering a range of developing and developed countries, medical systems and health economic perspectives. The book adopts a multi-layered perspective to not only investigate the business and marketing practices of medical and health tourism but places these within a broader framework of contemporary globalisation, policy and practice. By doing so, it opens up debate of the ethical space in which medical and health tourism operates as well as reinforces the wide-ranging perspectives that exist on the subject in both the public and academic imagination. This significant contribution will be of interest to students, academics in tourism and medical policy, trade and economic development fields. **Medical Tourism** C. Michael Hall, 2012-08-21. Medical and health tourism is a significant area of growth in the export of medical health and tourism services. Although spas and improved well being have long been part of the tourist experience, health tourism now includes travel for medical purposes ranging from cosmetic and dental surgery through to transplants and infertility treatment. Many

countries including China Cuba Hungary India Thailand Malaysia and Singapore actively promote and compete for the medical tourist dollar while many developed countries also provide niche private services However the field of medical tourism is increasingly being subject to scrutiny and debate particularly as a result of concerns over regulatory ethical and wider health issues Drawing on a range of theoretical and methodological perspectives this book is one of the first to critically address the substantial political philosophical and ethical issues that arise out of the transnational practices of medical tourism Through a series of chapters the book engages with key issues such as the role of regulatory and policy structures in influencing medical and health tourism related mobilities These issues are investigated by considering range of developing and developed countries medical systems and health economic perspectives The book adopts a multi layered perspective to not only investigate the business and marketing practices of medical and health tourism but places these within a broader framework of contemporary globalisation policy and practice By doing so it opens up debate of the ethical space in which medical and health tourism operates as well as reinforce the wide ranging perspectives that exist on the subject in both the public and academic imagination This significant contribution will be of interest to students academics in tourism and medical policy trade and economic development fields

Tourism and the Experience Economy in the Digital Era Xiang Ying Mei,2023-10-02 This book brings together diverse theoretical perspectives and practical examples of the experience economy in developing and developed economies in tourism related industries It provides insights on new experience development attributed to new technology and changes in consumer behaviour It explores how digitalisation and new digital tools smart solutions smart applications and social media platforms to frame and create unique and memorable experiences It also focuses on the role of technology in changing consumer behaviour and motivations Chapters are contributed by global academicians and industry practitioners with the goal to link theories to practical case studies and thought points throughout the chapters to trigger curiosity and critical thinking This book provides insights on the development and trends in the tourism industry in the new technology driven experience economy It will appeal to students researchers and practitioners in the fields of tourism the creative industries business studies cultural studies and leisure studies

Herbs & Natural Supplements Lesley Braun,Marc Cohen,2010 Presents evidence based information on the most popular herbs nutrients and food supplements used across Australia and New Zealand Organised alphabetically by common name each herb or nutrient listed includes information such as daily intake main actions indications adverse reactions precautions and much more

Herbs and Natural Supplements Inkling Lesley Braun,Marc Cohen,2010-06-24 A must have health companion for herbalists naturopaths complementary medicine practitioners and students Herbs and Natural Supplements 3rd Edition An evidence based guide presents evidence based information on the 130 most popular herbs nutrients and food supplements used across Australia and New Zealand This exhaustive textbook is organised alphabetically by each herb or nutrient s common name Herbs and nutrients are then accompanied by critical information

such as daily intake main actions and indications adverse reactions contraindications and precautions safety in pregnancy and more This new edition of Herbs and Natural Supplements has been expanded with new chapters on pregnancy and wellness It also features 10 new monographs for Arginine Dunaliella Elde Goji Pelargonium Prebiotics Red Yeast Rice Rhodiola Shatavari and Taurine provides current evidence based information on herbal nutritional and food supplements used in Australia and New Zealand is user friendly and easily organised by easy to find A Z herbal monographs appendices offering important additional information for the safe use of herbal and nutritional supplements including a list of poison information centres associations manufacturers and more offers clear comprehensive tables including herb natural supplement drug interactions lists the pharmacological actions of all herbs and natural supplements a glossary of terms relevant to herbs and natural supplements two comprehensive new chapters Herbs and Natural Supplements in Pregnancy and Introduction to Wellness all chapters completely updated and expanded ten new monographs taking the total to 130 now also available as an eBook A code inside Herbs and Natural Supplements 3rd Edition An evidence based guide enables a full text download allowing you to browse and search electronically make notes and bookmarks in the electronic files and highlight material

Business Sustainability with Artificial Intelligence (AI): Challenges and Opportunities Esra AlDhaen, Ashley Braganza, Allam Hamdan, Weifeng Chen, 2024-12-24 With the recent development of Artificial Intelligence AI businesses are urged to consider innovation while applying digital transformation Depending on the nature of the businesses it is found that innovative digital transformation is required with the use of Artificial Intelligence However the future of AI in businesses is yet unclear the question is it true that without digital transformation businesses are no longer sustainable Researchers argue that digital transformation could be an opportunity for business to create a global brand however several implications and challenges should be considered including governance and responsible digital management This book explores how businesses could benefit from AI and leverage technologies to sustain businesses and the book covers different technological and business related issues including ethical use and cultural sensitivity of data used in businesses managing data privacy and protection governance standards for digital transformation executive leadership strategic decisions business innovation and sustainability The book is authored by leading experts in the field of AI digitalization and business innovation and sustainability and the author s diversity reflects quality of research with high level of impact in the research topic It is written in accessible language that makes it easy for business leaders researchers policymakers and anyone interested in the future of business development to understand the complex concepts and ideas presented in the book This book provides insight for executive leaders in setting new innovative strategies toward leveraging AI in business at different levels of operations to support business sustainability The book provides different theoretical and practical practices and case studies that could be used as a guideline for policy making and devising innovative directions

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