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## ОЗДОРОВЧІ ПОСЛУГИ В ГОТЕЛЯХ ЯК ЕЛЕМЕНТ ДІЛОВОГО ТУРИЗМУ

**Агнешка Левандовська, Марта Сідоркевіч**

*Щецінський університет*  
*вул. Цукрова 8, м. Щецін, 71-004, Польща, (+48) 503 055 775*

Готелі, діяльність яких базується на принципах сучасного конкурентоспроможного туристичного ринку, змушені шукати нових рішень, які дозволять забезпечити їм конкурентоспроможність. Важлива ланка діяльності готелів – діловий туризм. Даний сегмент туристів є дуже вимогливий і сподівається на спеціальні привабливі пропозиції ділового туристичного продукту, особливо, що стосується креативних рішень у розвитку туризму сфери охорони здоров'я. Поєднання ділового туризму з комплексом оздоровчих послуг дає можливість створення привабливих пропозицій для бізнес-туристів, підвищує інтерес до оздоровчого туризму, що спостерігається на європейському ринку туристичних послуг. Терміни “оздоровчий туризм”, “здоровий спосіб життя”, “спа” стали загальновідомими на ринку готельного бізнесу. Останнім часом продукт ділового туризму поповнюється новими послугами, такими як «спа-послуги» чи “послуги здорового способу життя”, що є одним з найважливіших напрямків створення конкурентоспроможної готельної пропозиції.

*Ключові слова:* послуги, сфера охорони здоров'я, готелі, продукт туризму, діловий туризм.

An important target market for hotels are business tourists, who characterize themselves with a smaller price sensitivity and thus they are very demanding and expect a special offer. Trends occurring on the touristic market give big chances in the field of creation of attractive offer of business tourism product, especially the possibility of utilization of development potential of widely understood health tourism. and recently trendy healthy life-style makes that touristic and health function becomes significantly important in most hotels operating.

The term of business tourism is connected with the aim of tourist's journey. Business tourism includes all employees and other people journeys within the work covering participation in a meetings like conferences, conventions, congresses, trainings, seminars, fairs, exhibitions and motivational events<sup>25</sup>. Business tourism includes occupational journeys during which leaving people use basic touristic services and in the free – time they fulfill needs of rest, meeting, entertainment etc. using touristic base [7]. The most important forms of business tourism are:

- conference and congress tourism (complete service of congresses, convents, symposiums etc.[13] means a total fulfilling of staying and recreational needs of participants and issues related to the debate organization [8]);
- motivational tourism<sup>26</sup> (journeys of employees, sellers or agents paid by a company as a prize for a realization of high sale or other responsibilities, for outstanding achievements or as an encouragement for future period [12]);

<sup>25</sup> Methodology of researches and pilot study of business tourism, Instytut Turystyki, Warszawa 2003, ordered by Ministry of Economy, Labour and Social Policy, following: W. Bartoszewicz, H. Borne-Januła, T. Buczak, M. Byszewska-Dawidek, T. Skalska, Business Tourism in Poland in 2003, Instytut Turystyki, Warszawa 2004, p.7 (ordered by Ministry of Economy and Labor)

<sup>26</sup> Motivational tourism is also called Incentive

- corporate tourism (a kind of business travel relying on inviting outer or inner clients to free participation in important events or organized rest that usually last day or less [1]);
- exhibition industry (journeys connected with fairs and exhibitions aiming at a generation of sale, promotion of new products, maintaining contacts and gaining new ones, exchange of opinions and information between exhibitors, experts in a particular field and visitors).

A significant role could be played by services with health and pro-health character during creation of an offer for the majority of business tourism forms. It can be proved by the trends observed on the touristic market. From the article's title point of view, following trends should be pointed out<sup>27</sup>:

- growing health consciousness of European society what will influence decisions on the journeys' aims and will influence clients' behavior during sojourn and could mean an increase of demand on products related to the widely understood recreation, regeneration etc.;
- more and more interest in "Spa & Wellness" tourism and appearance of trend for seeking for "Spa";
- growing consciousness and education of tourists will cause an increase of demand on a quality, comfort, safety and specialized products. People who like luxury (business tourists for sure) will expect exclusive and extravagant services and will use conveniences like: recommendations in the field of spirituality and "Wellness", therapeutic procedures, private "Spa" hotels (rooms), stylish and designer Spa;
- an increase of "Spa" meaning among men, who having discovered a positive influence on business and personal matters will be particularly interested in healing procedures offered in "Spa" hotels located in touristically attractive places.

Explaining "Spa" or "Wellness" concept, considerations should be started with defining term of health tourism. Health tourism is described as "conscious and voluntary journey beyond the place of residence in a free-time, in order to organism regeneration by means of physical and psychical active rest" [14]. Health tourism is realized through offering services related to fulfilling of health and rest needs, needs of beauty and mood improvement. Health tourism is described by the forms of rest, recreation cure favoring health and not needing referral or specialist's consultation. Among the forms of health tourism should be mentioned i.a. traditional health tourism services rendered in hotels and new forms of services, which can be divided into two groups: body caring and relaxing (pampering, fitness, Spa) and caring about the soul (wellness) [6].

"Spa" concept derives from the first letters of Latin words "solus per aqua" meaning "health thanks to the water". According to ISPA<sup>28</sup> it is "Spa" when in the free-time one can relax, regenerate physically and psychically and have fun [5].

Abbreviation "Spa" is more and more often added to the names of hotels. Many "Spa" hotels are being built and many objects are being adapted to "Spa". A hotel can be treated as a "Spa" when besides basic operation there is rendered a wide range of health and pro-health services. It should be mentioned that there are not specified services which could decide that particular hotel is a "Spa" hotel. According to the experts these objects should fulfill the following criteria; should possess a mini-pool, pool and at least three therapies using water, namely vichy shower, water capsule or Scotch lashing [9].

Concept "Spa" is often combine with "Wellness" in the hotels. It should be underlined that those concepts are not identical although they are complementary. Word "Wellness" derives

<sup>27</sup> Made on the basis of trends described by European Tourism Commission and New Trends in Niche Tourism: Spa & Wellness, Pacific Asia Travel Association, [www.etc-corporate.org](http://www.etc-corporate.org), [www.pata.org](http://www.pata.org).

<sup>28</sup> ISPA- International Spa and Fitness Association (Międzynarodowy Związek Uzdrowisk i Fitness).

from two English concepts – “well being” and “fitness” and it means a global trend which prefers a healthy life style. “Wellness” is multidimensional, comprises many elements: spiritual emotional, physical, cultural, social and also surrounding and environment. It bases on gaining an inner harmony, health, striving for development, positive perception of the world and building permanent values [10].

*The position of “Spa” and “Wellness” in the business tourism product.*

A dynamic development of civilization made that modern human being living in a constant stress needs regeneration and rest. An answer for these hotels’ guests’ needs is a recreational and healing hotels’ offer. In the age of the cult of body, youth and the concept of health civilization hotels consciously modify their services. In Italy, for example, more and more hotels decide on widening the range of standard services with treatments and therapies that, according to the idea of “Spa”, offer “health through the water”. Presently, programs covering curing in the water are enriched with the range of biological regeneration therapies, exercises and contact with nature [3].

It is estimated that in the hotels with “Spa” and “Wellness” services, approximately 70 water disciplines can be noticed [4]. Among the kinds of “Spa” there can be identified “Ethnic Spa”. These are “Spa” resorts that, as their name shows, use ethnic elements in order to differ their offer. The most often these are the elements of cultures, which have a long tradition of some caring treatments or possess characteristic natural goods. The following are the most popular: ayurvedic, Mediterranean, Polynesian, Mexican, Chinese, Japanese (zen) and gaining popularity French – wine Spa [10].

In modern “Spa” resorts there is a big interest in far-east relaxing techniques. Zen Stretching, which is the combination of stretching and some positions of yoga, became popular. The elasticity and flexibility of the body and also psychological concentration are enlarged thanks to the combination of those two methods. Using Rolling Technique – through the massage, therapists try to realize to the patient that body and mind are unity. Rolling’s assignment is help in self-acceptation and creation of positive image of patient. Oxygen therapy is predicted for people suffering from continuous stress caused often by using too much alcohol, coffee and smoking [4]. European hotel sector uses also Thalassotherapy which means sea-water therapy. The centers of Thalassotherapy are must be situated near the sea due to the utilization of sea-water, algae and sea mud extracted from the sea bottom on the depth 30 meters and in the distance from the shore 300 meters. Thalassotherapy is used in kinesiotherapy to improve limbs, in arthritis and rheumatism disease, posttraumatic rehabilitation and also using massages, hydro massages and healing walks<sup>29</sup>. Thus, the possibilities of creation an additional offer based on “Spa” are very wide. Nevertheless, a deep analysis of customers’ needs and defining profile of hotel’s additional operation are required.

Describing a position of Spa and Wellness in the offer addressed to the business tourists, one should explain a core of marketing structure of business tourism product.

Business tourism product, analogically to the tourist product, comprises a few levels (structural approach). The first level is a core called also the essence of the benefits namely this what business tourist really wants to get. Second level is a real product namely a basic service with defined minimum of related to the service expectations that must be fulfilled. Enlarged product refers to the third level and it is a tool of differing, that comprises all additions to the real product given to the client [2].

Analyzing the structure of business tourism product in the light of its levels as components, it should be pointed out that the structure could differ from a scheme proposed in the literature. In case of the business tourism product, different than in case of typically consumer products, it is hard to distinguish one typical functional feature fulfilling particular need. Professionally organized fairs or conference will

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<sup>29</sup> Ibidem, p. 36.

be much more complicated in their structure than material products made for clearly defined purpose [11].

Due to the variety of forms of business tourism thus the differences in the product's core, in the table there is presented universal (common) structure of business tourism product and the position of health tourism forms is pointed out.

Table

The position of health services in the structure of business tourism product

Essence (core) of product	Realization of the aim related to the business journey;
Real product	Lodging service, gastronomical service, transport service, particular place of meeting;
Enlarged product	Attractive additional program (including Spa, Wellness and other health tourism offers)

Source: own elaboration.

Positioning health tourism services in the structure of business tourism product it should be remembered that dynamic development of tourism makes that in the future services will become inherent element of business offer thus they will function on the level of real product.

*Combination of business tourism product with the tourism with "Spa" and "Wellness" offer – case study.* An example of an object which cooperates with hotel<sup>30</sup> in the field of health and pro-health services in Szczecin is Center of Rehabilitation and Biological Regeneration "BALTICA Wellness & Spa". This object, opened in the spring 2008, is the largest in West Pomeranian Region. The owners underline that in this center it is possible to achieve the state of body and mind balance in one place and in a short time. Modern Spa with total area of more than 2000 m<sup>2</sup> is situated in the very center of the city. On three floors the center offers biological regeneration with widely understood relaxation (aromatherapy, water massages, marsh baths, caldarium, tepidarium etc.) and rehabilitation (among others, magnetotherapy, electrotherapy, kinesis-therapy, hydrotherapy). This Szczecin's complex guarantees successful social and business meetings due to the fact that guests may use part of the Wellness zone where is a possibility to organize a closed party for a dozen or so persons. "Baltica Wellness & Spa" is also a possibility to combine the relaxation offer with the business responsibilities what can be achieved by means of a unique in Szczecin product emerged from combination of a training-conference offer with relaxation within the center.

The center offers a package named "Wellness form companies" which consists of carnets to the Wellness zone<sup>31</sup>, corporate VIP cards<sup>32</sup>, individual carnets<sup>33</sup> and one-shot gift certificates<sup>34</sup>.

<sup>30</sup> Hotel Radisson SAS Szczecin

<sup>31</sup> Carnet authorize a company's employee to enter Wellness zone; there is possibility of using sauna, baths (ottoman, aroma, steam), Jacuzzi, showers, tepidarium, caldarium and snow cave; bought by a company carnets are nor personalized and can be used by many employees; carnets have different validity: month, quarter, six months and Lear and they define the number of entrances into Wellness zone.

<sup>32</sup> VIP cards are personalized and they give a possibility of using the same services that Wellness carnets but they can not be used by other person or they cant be sold; VIP carnet authorize using Wellness seven days a week (the number of daily entrances and the length of staying are not limited)

<sup>33</sup> Depending on expectations carnet can be valid for a different therapies (In kind and number); one of the proposals is a carnet for an employee on the series of treatments (could be valid for a free choice from the wide range of Menu Spa services: through cosmetic services for a body, face care to hydrotherapy); second proposal is an amount carnet, which depending on the number of treatments in the series can be valid from 3 to 6 months; it is prepared for an employee with the value described individually by the company (employee choose treatments within given value).

<sup>34</sup> Gift certificates are supposed to show an appreciation in the form of present or a prize and they are for partners or fellow-workers - as a sign of sympathy or bonus for achievements at work; certificates can be for a particular value (employee individually choose the treatments within certificate's value) or they are for particular treatment or series of treatments composed from the available in the offer

Business meetings can be organized within the Wellness zone. That product of business tourism offers to the guests using divided Jacuzzi zone which is available exclusively for them. The zone contains bar, resting place and 3 Jacuzzi pools. Guaranteed comfort of the meeting favors trust, long-term cooperation and tightening relationships what is extremely important for business tourists. On its web-site, the center offers mini business meetings (where the area is reserved only for the particular company's guests) and motivational meetings (for the group of employees). This kind of meeting can be combined with treatments demonstration, music and gifts for the guests<sup>35</sup>.

Summarizing an analysis of the offer of the Center of Rehabilitation and Biological Regeneration "BALTICA Wellness & Spa" in Szczecin it is visible that this object respond to the needs of different types of business tourism forms, namely conference and congress tourism (organization of events within Wellness zone), motivational tourism (corporate VIP cards) or corporate tourism (gift certificates).

Minding above considerations it should be noticed that widening a business tourism offer with the health and pro-health services becomes essential element of a modern hotel operating. Business tourism product can be easily combined with health tourism product and a final result can be an attractive and competitive offer for business.

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<sup>35</sup> Own elaboration on the basis of: <http://www.spabaltica.pl/> (19.06.2008)

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#### **HEALTH SERVICES AS AN ELEMENT OF BUSINESS TOURISM PRODUCT IN HOTELS**

**Agnieszka Lewandowska, Marta Sidorkiewicz**

*University of Szczecin*

*ul. Cukrowa 8, 71-004 Szczecin, Poland, tel. (+48) 503 055 775*

Hotels operating on the modern competitive touristic market, in order to survive, are forced to seek for new solutions ensuring them a competitive advantage.

Combination of business tourism product with health tourism product could be a chance for creation an attractive offer for business tourists. An increase of interest in health tourism with a new kind of pro-health services is getting visible on the European touristic services market. Terms of “health tourism”, “wellness” or “spa” became well known on the hotel market.

Business tourism product widening with new services like “spa” or “wellness” is presently one of the most important directions for creation of competitive hotel’s offer.

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