

A SPECTRUM OF HEALTH TOURISM

Physical healing	Beauty treatment	Relaxation/ rest	Leisure/ entertainment	Life/ work balance	Psychological	Spiritual
Medical spas/baths	Cosmetic surgery trips	Pampering spas/baths	Spa resorts with 'fun waters'	Holistic centres	Holistic centres	Meditation retreats
<u>Moffeta</u>	Hotel/day spas	Wellness hotels	Sport/fitness holidays	Occupational wellness workshops	Workshops (e.g. Hoffmann, psychodrama)	Yoga centres
Surgery trips		<u>Thalassotherapy</u> centres				Pilgrimages
Rehabilitation retreats						

Spa Tourism

- Tourism which focuses on the relaxation or healing of the body using mainly water-based treatments; such as, mineral of thermal pools, stream rooms; and saunas. Emphasis tends to be
- ISPA defines the key elements of the spa experience as:
 - > Relax (e.g. stress management)
 - > Reflect (e.g. meditation)
 - > Revitalize (e.g. energy and > rejuvenation)
 - > Rejoice



ISPA (2007) has defined the 10 domains of SPA or segments of the industry as:

- 1) The waters**
- 2) Food, nourishment , diet, and nutrition**
- 3) Movement, exercise and fitness**
- 4) Touch, massage, and bodywork**
- 5) Mind / body / spirit**
- 6) Aesthetics, skin care, natural beauty agents**
- 7) Physical space, climatology , global ecology**
- 8) Social/cultural contexts and values, spa culture**

Spa Categories

- a) Club spa
- b) Day spa
- c) Spa hotel
- d) Holistic spa
- e) Medical spa
- f) Bath
- g) Resort spa
- h) Sport spa
- i) Structured spa



Leisure and Recreational Tourism



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Thalasso Tourism

- > Tourism that provides attractions by and services based on the sea. Water, algae, and salt are all used on the products.
- > Thalassotherapy comes from the Greek word for 'sea', and refers to a body and skin, to tone moisturize, and improve circulation.
- > Different forms of thalassotherapy have different effects, helping visitors to relax, including improving sleep quality; muscles can be toned; skin can be cleansed, toned, and moisturized; cellulite can be minimized.
- > In term of medical benefits, it helps to boost the immune system, helping with circulatory problems, respiratory conditions, post-traumatic disorders, or chronic inflammations.

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Holistic Tourism

- Tourism that provides the visitor with the range of activities and/or treatments which are aimed at balancing the body-mind-spirit.
- A holistic retreat may be defined as a purpose-built centre which accommodates its guests for the purpose of learning/improving body-mind-spirit activities (e.g. yoga, Pilates) and perhaps receiving complementary therapies or treatments whilst there.
- Group programming of classes is the norm.
- A retreat will usually have no other type of tourism visitor activity besides that of a holistic nature.



Yoga and Meditation Tourism

- Yoga and meditation could be said to be sub-sectors of holistic tourism but also of spiritual tourism.
- Yoga and meditation are practices, which are ideally integrated into everyday life. There are many different forms of yoga, but the most popular ones are hatha yoga (physical postures), breathing and meditation, and ashtanga yoga, which is more dynamic and requires physical strength to move from posture to posture in a pre-set sequence of an half and a half.
- Yoga has been increasing in popularity because of celebrity endorsement.



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- > Tourism that focuses on the spiritual quest of the individual as leading to transcendence or enlighten, this may or may not have a religious affiliation, but it is often likely to include rituals, ceremonies, and traditions that are derived from different religion.
- > Spiritual tourism can be either religious or secular or may combine elements of both.
 - > Religious tourism – visit to religious buildings or sacred places (e.g. temples, churches, mosque) where they can feel calm, meditative and transcend everyday life.
- > Secular tourism – they like to connect with the universe and infinity through sublime landscapes (Santiago de Compostela)

Spiritual Tourism



Defined as the satisfaction and enrichment that people receive through work. This includes attitudes to work and workplace and colleagues, the sense of belonging involvement and challenge, career ambitions, and personal performance, but also the degree to which work-life balance is achieved.

Characteristics of workaholic:

- 1) Working more hours than average
- 2) Working more does not give a sense of accomplishment
- 3) Feeling stressed
- 4) Stuck in a routine
- 5) Inability to finish 'to-do list'
- 6) Exaggerated sense of work's role in life

Occupational Wellness



- > Workshops – focus on stress management, team building, balancing work with social life, family and other commitments, becoming a better communicator manager/employee.
- > Life coaching – personal and professional development technique in recent years and involves client-focused goal setting, performance targets in business and personal achievement contexts, stress reduction motivation and personal achievement.
- > Holidays – simply supposed to represent a break from work.



THE
END

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